

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 23, 1983

## NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
1	CBS NFL PLAYOFF POST-SUN.(S)	33.7	28,070
2	AFC CHAMPIONSHIP GAME(S)	33.5	27,910
3	NFC CHAMPIONSHIP GAME-CBS(S)	32.4	26,990
4	CBS NFL PLAYOFF GAME-SUN.(S)	32.0	26,660
5	60 MINUTES	30.2	25,160
6	DALLAS#	26.6	22,160
7	NFC CHAMPIONSHIP POST-CBS(S)	25.3	21,070
8	AMERICAN MUSIC AWARDS(S)	24.4	20,330
9	SUPER BOWL TOURN. RD.2-SU(S)	24.3	20,240
10	ALICE SPECIAL(S)	23.1	19,240
11	AFC CHAMPIONSHIP POST(S)	22.5	18,740
12	DYNASTY	22.4	18,660
12	SUPER BOWL TOURN. RD.2-SA(S)	22.4	18,660
14	FALCON CREST	22.3	18,580
14	THREE'S COMPANY	22.3	18,580
16	LOVE BOAT	21.9	18,240
17	M*A*S*H	21.8	18,160
17	SIMON & SIMON	21.8	18,160
19	MAGNUM, P.I.#	21.7	18,080
20	JEFFERSONS	21.2	17,660
21	HILL STREET BLUES	20.9	17,410
22	GLORIA	20.7	17,240
22	THAT'S INCREDIBLE	20.7	17,240
24	CBS NFL PLAYOFF GAME-SAT.(S)	20.6	17,160

CONT'D

TOTAL PERSONS (2+)		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
1	CBS NFL PLAYOFF POST-SUN.(S)	23.6	51,580
2	CBS NFL PLAYOFF GAME-SUN.(S)	22.4	48,780
3	AFC CHAMPIONSHIP GAME(S)	22.0	48,000
4	NFC CHAMPIONSHIP GAME-CBS(S)	20.6	45,010
5	60 MINUTES	18.8	41,030
6	DALLAS#	17.1	37,240
7	AMERICAN MUSIC AWARDS(S)	16.6	36,160
8	SUPER BOWL TOURN. RD.2-SU(S)	16.4	35,690
9	LOVE BOAT	15.5	33,790
10	THREE'S COMPANY	15.0	32,710
11	CHIPS	14.9	32,560
12	KNIGHT RIDER	14.9	32,470
13	LIFE IS A CIRCUS, C.BROWN(S)	14.7	32,070
14	FALCON CREST	14.7	32,020
14	M*A*S*H	14.7	32,020
16	NFC CHAMPIONSHIP POST-CBS(S)	14.7	32,000
17	NBC SUNDAY NIGHT MOVIE	14.6	31,860
18	AFC CHAMPIONSHIP POST(S)	14.5	31,600
19	SUPER BOWL TOURN. RD.2-SA(S)	14.3	31,180
20	SIMON & SIMON	14.2	31,010
21	SILVER SPOONS	14.1	30,720
22	DUKES OF HAZZARD	14.1	30,700
23	DIFF'RENT STROKES-SAT.	14.0	30,480
24	MAGNUM, P.I.#	13.9	30,270

CONT'D

HOUSEHOLDS		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
CONT'D			
25	ARCHIE BUNKER'S PLACE	20.4	16,990
26	ONE DAY AT A TIME#	20.3	16,910

TOTAL PERSONS (2+)		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
CONT'D			
25	FALL GUY	13.8	30,090

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 23, 1983

## NIELSEN AVERAGE AUDIENCE

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS NFL PLAYOFF POST-SUN.(S)	24.1	20,850
2	DALLAS#	24.1	20,820
3	60 MINUTES	22.9	19,760
4	FALCON CREST	20.6	17,770
5	AMERICAN MUSIC AWARDS(S)	20.6	17,760
6	LOVE BOAT	19.5	16,820
7	DYNASTY	18.5	16,010
8	JEFFERSONS	17.8	15,380
9	ALICE SPECIAL(S)	17.8	15,330
10	ONE DAY AT A TIME#	17.6	15,180
11	M*A*S*H	17.5	15,080
12	AFC CHAMPIONSHIP GAME(S)	17.0	14,710
12	CBS NFL PLAYOFF GAME-SUN.(S)	17.0	14,710
14	GLORIA	17.0	14,700
15	THREE'S COMPANY	17.0	14,640
16	ANNE MURRAY'S CRUISE(S)	16.6	14,340
17	SIMON & SIMON	16.5	14,260
18	ARCHIE BUNKER'S PLACE	16.5	14,230
19	TRAPPER JOHN, M.D.	16.3	14,070
20	KNOTS LANDING#	16.3	14,040
21	NEWHART	16.1	13,920

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	AFC CHAMPIONSHIP GAME(S)	34.1	26,500
2	CBS NFL PLAYOFF GAME-SUN.(S)	33.6	26,110
3	NFC CHAMPIONSHIP GAME-CBS(S)	31.0	24,110
4	CBS NFL PLAYOFF POST-SUN.(S)	30.9	24,060
5	SUPER BOWL TOURN. RD.2-SU(S)	25.6	19,880
6	60 MINUTES	22.4	17,390
7	SUPER BOWL TOURN. RD.2-SA(S)	22.2	17,240
8	AFC CHAMPIONSHIP POST(S)	21.4	16,660
9	NFC CHAMPIONSHIP POST-CBS(S)	21.2	16,480
10	CBS NFL PLAYOFF GAME-SAT.(S)	19.5	15,180
11	NBC SUNDAY NIGHT MOVIE	17.4	13,530
12	HILL STREET BLUES	15.6	12,170
13	AMERICAN MUSIC AWARDS(S)	15.4	11,970
14	DALLAS#	15.0	11,660
15	FALL GUY	14.9	11,580
16	ALICE SPECIAL(S)	14.8	11,510
17	CELEBRITY DAREDEVILS(S)	14.4	11,160
18	M*A*S*H	14.1	10,990
19	CBS NFL PLAYOFF POST-SAT.(S)	14.0	10,890
20	SIMON & SIMON	13.9	10,810
21	SUPER BOWL TOURN. POST SU(S)	13.9	10,800
22	KNIGHT RIDER	13.8	10,770
23	MAGNUM, P.I.#	13.8	10,750
24	LOVE BOAT	13.8	10,710

CONT'D

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
25	THAT'S INCREDIBLE	13.7	10,640
26	ARCHIE BUNKER'S PLACE	13.5	10,500
27	NEWHART	13.2	10,290
28	FALCON CREST	13.2	10,280
29	T.J. HOOKER	13.2	10,240

CONT'D

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING — TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 23, 1983

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	AMERICAN MUSIC AWARDS(S)	22.0	11,920
2	CBS NFL PLAYOFF POST-SUN.(S)	19.6	10,610
3	DALLAS#	19.3	10,450
4	DYNASTY	19.2	10,380
5	LOVE BOAT	18.2	9,850
6	NBC SUNDAY NIGHT MOVIE	17.5	9,460
7	THREE'S COMPANY	17.3	9,390
8	FANTASY ISLAND	16.7	9,020
9	M*A*S*H	16.5	8,910
10	HILL STREET BLUES	16.4	8,900
11	60 MINUTES	16.4	8,880
12	FALCON CREST	16.3	8,800
13	FALL GUY	16.2	8,790
14	AFC CHAMPIONSHIP GAME(S)	16.1	8,710
14	CBS NFL PLAYOFF GAME-SUN.(S)	16.1	8,710
16	HART TO HART	15.9	8,590
17	NFC CHAMPIONSHIP GAME-CBS(S)	15.6	8,460
18	HAPPY DAYS	15.4	8,320
19	9 TO 5	14.9	8,070
20	ONE DAY AT A TIME#	14.8	8,010

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	35.0	9,280
2	CBS NFL PLAYOFF POST-SUN.(S)	33.3	8,840
3	DALLAS#	31.9	8,450
4	GLORIA	27.6	7,330
5	ALICE SPECIAL(S)	26.9	7,120
6	FALCON CREST	26.8	7,110
7	ARCHIE BUNKER'S PLACE	26.8	7,100
8	JEFFERSONS	26.7	7,080
9	ONE DAY AT A TIME#	23.5	6,230
10	TRAPPER JOHN, M.D.	23.3	6,180
11	LOVE BOAT	22.5	5,970
12	ANNE MURRAY'S CRUISE(S)	22.0	5,820
13	LITTLE HOUSE NW BEGINNING	21.6	5,720
14	MAGNUM, P.I.#	21.4	5,680
15	CBS EVENING NEWS-RATHER	20.4	5,420
16	M*A*S*H	20.1	5,330
17	NEWHART	19.9	5,280
18	DUKES OF HAZZARD	19.9	5,270

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS NFL PLAYOFF GAME-SUN.(S)	34.4	17,970
2	AFC CHAMPIONSHIP GAME(S)	33.3	17,420
3	NFC CHAMPIONSHIP GAME-CBS(S)	31.2	16,280
4	CBS NFL PLAYOFF POST-SUN.(S)	29.1	15,210
5	SUPER BOWL TOURN. RD.2-SU(S)	25.9	13,510
6	SUPER BOWL TOURN. RD.2-SA(S)	22.6	11,810
7	NFC CHAMPIONSHIP POST-CBS(S)	20.8	10,870
8	AFC CHAMPIONSHIP POST(S)	20.8	10,860
9	NBC SUNDAY NIGHT MOVIE	20.3	10,630
10	HILL STREET BLUES	17.6	9,210
11	CBS NFL PLAYOFF GAME-SAT.(S)	17.5	9,150
12	60 MINUTES	17.1	8,910
13	AMERICAN MUSIC AWARDS(S)	16.2	8,440
14	FALL GUY	14.8	7,730
15	CELEBRITY DAREDEVILS(S)	14.4	7,530
16	M*A*S*H	14.3	7,480
17	KNIGHT RIDER	14.3	7,450
17	SUPER BOWL TOURN. POST SU(S)	14.3	7,450
19	CBS NFL PLAYOFF PRE-SUN.(S)	13.8	7,220
20	CHIPS	13.6	7,110
21	DYNASTY	13.4	6,990
22	NFL '82-SA.(S)	13.0	6,810
23	LOVE BOAT	13.0	6,800
23	NFL '82-NBC	13.0	6,800

CONT'D

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	AFC CHAMPIONSHIP GAME(S)	35.8	7,250
2	60 MINUTES	33.4	6,770
3	CBS NFL PLAYOFF POST-SUN.(S)	32.8	6,650
4	NFC CHAMPIONSHIP GAME-CBS(S)	32.8	6,640
5	CBS NFL PLAYOFF GAME-SUN.(S)	30.7	6,230
6	CBS NFL PLAYOFF GAME-SAT.(S)	24.4	4,950
6	SUPER BOWL TOURN. RD.2-SU(S)	24.4	4,950
8	MAGNUM, P.I.#	23.7	4,800
9	ARCHIE BUNKER'S PLACE	23.1	4,690
10	AFC CHAMPIONSHIP POST(S)	22.9	4,640
11	DALLAS#	22.3	4,530
12	NFC CHAMPIONSHIP POST-CBS(S)	22.1	4,470
13	GLORIA	21.1	4,280
13	SUPER BOWL TOURN. RD.2-SA(S)	21.1	4,280
15	FALCON CREST	20.3	4,120
16	JEFFERSONS	20.1	4,070
17	ALICE SPECIAL(S)	19.6	3,970
17	CBS NFL PLAYOFF POST-SAT.(S)	19.6	3,970
19	CBS EVENING NEWS-RATHER	18.8	3,820
20	SIMON & SIMON	18.1	3,670
21	DUKES OF HAZZARD	17.7	3,580
22	ONE DAY AT A TIME#	16.9	3,430
23	THAT'S INCREDIBLE	16.8	3,400
24	NBC NIGHTLY NEWS-SAT.#	16.6	3,360

CONT'D

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 23, 1983

## NIELSEN AVERAGE AUDIENCE

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	HART TO HART	12.9	6,750
26	ALICE SPECIAL(S)	12.7	6,650
27	T.J. HOOKER	12.6	6,580
28	THAT'S INCREDIBLE	12.5	6,530
29	FANTASY ISLAND	12.5	6,520
30	NFC CHAMPIONSHIP PRE-CBS(S)	12.4	6,500
31	THREE'S COMPANY	12.4	6,490

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	CBS TUESDAY NIGHT MOVIES	16.4	3,320
26	LOVE BOAT	16.3	3,300

NOTES



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)											
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	TOTAL	6-11								
*EVENING																																					
ABC FRIDAY NIGHT MOVIE																																					
FRI. 9.00P 120 ABC FF 99 97																																					
9.00 - 9.30																																					
9.30 - 10.00																																					
10.00 - 10.30																																					
10.30 - 11.00																																					
ABC MONDAY NIGHT MOVIE																																					
1 MON. 9.00P 120 ABC FF 96																																					
9.00 - 9.30																																					
9.30 - 10.00																																					
10.00 - 10.30																																					
10.30 - 11.00																																					
ABC NEWSBRIEF-M-F																																					
1 MON. 9.59P 2 ABC N 95 95																																					
1 TU&TH 9.58P 1																																					
1 WED. 9.57P 2																																					
1 FRI. 9.57P 1																																					
2 MON. 8.58P 1																																					
2 TUE. 9.57P 2																																					
2 W & TH 9.58P 1																																					
2 FRI. 10.00P 2																																					
ABC NEWSBRIEF-SAT.																																					
SAT. 9.58P 1 ABC N 15 190 179 96 92																																					
ABC NEWSBRIEF-SUN.																																					
1 SUN. 8.32P 1 ABC N 16 193 189 97 97																																					
2 SUN. 10.01P 1																																					
ABC SPORTS UPDATE-SAT																																					
SAT. 8.58P 1 ABC SN 16 189 178 95 92																																					
ABC SPORTS UPDATE-SUN																																					
1 SUN. 7.33P 2 ABC SN 16 185 194 97 99																																					
2 SUN. 8.30P 1																																					
ABC SUNDAY NIGHT MOVIE																																					
2 SUN. 9.00P 120 ABC FF 13 203 99																																					
9.00 - 9.30																																					
9.30 - 10.00																																					
10.00 - 10.30																																					
10.30 - 11.00																																					
ABC WORLD NEWS TONIGHT																																					
M-F 6.30P 30 ABC N 80 200 200 99 99																																					
ABC WRLD NEWS TONIGHT-SUN																																					
1 SUN. 6.30P 30 ABC N 13 161 88																																					
ABC WRLD NEWS-SUN(B)																																					
2 SUN. 6.30P 30 ABC N 119 67																																					
ALICE SPECIAL(S)																																					
1 SUN. 10.00P 30 CBS CS 199 99																																					

MON.	10.00P	60	CBS OP	99	99	B 16.1	26	1341	1511	736	308	795	275	464	441	384	267	564	220	362	331	259	166	95	53	57	33
	10.00 - 10.30					A 15.0	23	1250	1566	766	322	827	288	456	409	406	307	593	271	385	317	236	173	107	57^	39^	21v
	10.30 - 11.00					A 14.4	24	1200	1529	758	315	817	282	456	421	411	298	592	262	372	315	238	190	93^	46^	27^	13v
BS EVENING NEWS-RATHER		80	201	202		A 16.1	26	1341	1472	711	240	755	128	288	306	378	405	561	117	224	237	281	284	62	26^	94	55
M-F	6.30P	30	CBS N	99	99	B 14.3	25	1191	1490	701	216	757	126	275	298	358	414	584	128	244	256	281	288	62	26	87	47
BS EVENING NEWS-DEAN		9	176			A 12.1	20	1008	1433	652	149^	665	94^	197^	251	308	400	601	179^	267	255	277	244	69^	51v	98^	61^
2 SUN.	6.30P	30	CBS N	89		B 10.5	19	875	1590	710	210	765	169	310	316	329	393	650	155	316	313	336	267	69	43	106	63
BS REPORTS(S)						A 7.5	13	625	1520	630	360^	746	234^	497	455	457	185^	579	172^	351^	398	330^	132^	136^	95v	59v	27v
2 THU.	10.00P	60	CBS DN	98		A 8.8	14	733	1551	649	337	783	276^	529	444	440	203^	581	169^	352	380	319^	146^	119^	86^	68v	32v
	10.00 - 10.30					A 6.2	11	516	1459	604	390^	691	176^	449^	468	480	159^	572	177^	349^	421^	341^	111v	151^	103v	45v	21v
	10.30 - 11.00					A 16.9	28	1408	1835	744	266	789	224	505	483	446	224	672	255	433	400	349	171	195	85^	179	152
BS SAT. NIGHT MOVIE		14	185	195		B 15.8	27	1316	1805	722	281	778	227	462	439	412	258	675	233	426	388	358	196	177	71	175	137
1 SAT.	9.00P	150	CBS FF	98	97	A 14.9	23	1241	1966	787	278	832	218	507	497	474	258	701	241	432	405	372	206	205	87^	228	174
2 SAT.	9.00P	120				A 16.1	26	1341	1897	751	271	799	220	501	481	455	234	672	249	422	402	353	184	216	101	210	168
	9.00 - 9.30					A 17.5	30	1458	1774	724	256	768	224	493	465	436	218	658	250	422	394	349	167	189	82^	159	138
	9.30 - 10.00					A 17.7	32	1474	1796	733	252	776	223	514	485	443	205	677	259	440	408	346	161	178	74^	165	147
	10.00 - 10.30					A 20.2	40	1683	1705	713	282	765	232	501	488	409	194	640	278	442	390	314	125^	185	79^	115^	115^
	10.30 - 11.00					A 18.6	29	1549	1644	802	278	860	232	457	447	454	321	613	182	366	347	321	214	101	58^	70^	42^
BS TUESDAY NIGHT MOVIES		11	199	200		B 17.8	28	1483	1540	774	291	830	255	471	459	418	288	542	172	320	298	270	187	101	64	67	41
TUE.	9.00P	120	CBS FF	98	99	A 16.5	24	1374	1755	821	261	881	232	460	439	452	340	620	174	367	351	326	222	125	76^	129	77^
	9.00 - 9.30					A 18.4	28	1533	1667	801	264	860	232	452	435	441	328	612	180	365	349	317	218	102	59^	93	58^
	9.30 - 10.00					A 19.8	32	1649	1599	799	293	856	238	457	453	453	315	619	192	371	353	322	211	86	50^	38^	25^
	10.00 - 10.30					A 19.5	33	1624	1588	806	296	858	231	464	462	466	308	613	191	372	340	317	208	89	51^	28^	15v
	10.30 - 11.00																										

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1983 REPORT

PROGRAM NAME		WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	AUDIENCE COMPOSITION																																										
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																										
												HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)																								
												K E Y		AVG. SHARE %		AVG. AUD. % (0,000)		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		FEM.		TOTAL		6-11						
EVENING CONT'D																																																						
CBS WEDNESDAY NIGHT MOVIE		8	183	190										A 15.0	23	1250	1422	791	288	856	183	411	451	464	354	441	118	226	228	249	169	83^	39^	42^	27^																			
WED. 9.00P 120 CBS FF			93	98										B 14.8	23	1233	1483	757	318	829	212	442	445	460	312	482	151	271	252	254	171	100	66	72	45																			
9.00 - 9.30														A 14.5	21	1208	1391	753	256	826	175	376	403	422	371	436	123	215	207	227	182	86^	38^	43^	27^																			
9.30 - 10.00														A 15.7	23	1308	1437	794	287	870	193	416	445	457	361	427	111	210	216	243	165	99	46^	41^	27^																			
10.00 - 10.30														A 15.2	24	1266	1430	803	299	857	183	419	467	481	341	454	125	241	240	265	166	72^	36^	47^	30^																			
10.30 - 11.00														A 14.7	24	1225	1416	808	305	864	185	433	483	489	336	446	113	240	243	259	167	70^	29^	36^	22^																			
CELEBRITY DAREDEVILS(S)		201												A 18.3	29	1524	1848	698	234	758	277	457	433	368	227	732	252	494	440	373	192	194	76^	164	118^																			
1 SUN. 9.00P 120 ABC U			99											A 19.1	28	1591	1918	737	262	779	286	463	439	357	251	736	232	481	441	379	211	225	98^	178	124^																			
9.00 - 9.30														A 18.8	28	1566	1889	705	224	763	283	457	427	344	244	752	253	508	444	372	204	216	86^	158	109^																			
9.30 - 10.00														A 18.4	29	1533	1836	689	236	749	275	455	432	386	215	754	284	525	457	373	178	179	67^	154^	111^																			
10.00 - 10.30														A 16.9	29	1408	1729	649	212	734	266	451	427	384	195	681	235	454	418	361	173	152^	51^	162^	124^																			
10.30 - 11.00														A 14.1	21	1175	1729	791	293	842	346	552	491	348	245	595	273	403	323	265	144	130	64^	162	95^																			
CHEERS		3	196	198										B 14.3	21	1191	1760	787	304	835	349	556	491	357	233	606	273	424	338	269	141	172	97	147	96																			
THU. 9.30P 30 NBC CS			95	99										A 16.3	24	1358	2398	821	331	880	336	587	511	407	228	719	333	525	412	317	163	322	123	477	311																			
CHIPS		14	204	205										B 16.2	24	1349	2252	709	295	777	295	525	466	365	201	689	284	493	417	326	153	309	129	477	337																			
SUN. 8.00P 60 NBC OP			99	98										A 15.3	22	1274	2401	801	327	862	331	578	509	401	219	708	324	516	415	319	161	325	121	506	326																			
8.00 - 8.30														A 17.3	25	1441	2389	835	333	894	340	598	509	413	234	724	339	528	406	311	165	320	122	451	301																			
8.30 - 9.00														A 26.6	41	2216	1681	884	339	940	283	473	477	428	382	526	166	279	263	240	205	83^	54^	132	95^																			
DALLAS		15	204											B 24.4	40	2033	1621	830	297	891	250	428	423	405	389	526	174	278	261	232	214	80	46	124	79																			
1 FRI. 9.00P 60 CBS GD			99																																																			
9.00 - 9.30														A 26.1	41	2174	1692	880	339	939	278	472	477	429	386	529	171	287	264	242	204	87^	58^	137	98^																			
9.30 - 10.00														A 27.1	42	2257	1667	887	339	940	285	471	475	426	379	523	161	273	260	240	205	76^	51^	128	95^																			
DIFF'RENT STROKES-SAT.		15	172	203										A 16.4	26	1366	2231	734	264	813	315	489	429	281	270	567	241	364	290	227	163	283	154	568	397																			
SAT. 8.00P 30 NBC CS			93	98										B 15.0	26	1250	2020	738	265	814	270	442	382	318	309	549	204	319	293	228	177	251	128	406	288																			
DUKES OF HAZZARD		16	202	204										A 18.6	29	1549	1982	737	194	785	234	374	355	353	341	551	149	273	268	277	232	157	72^	489	269																			
FRI. 8.00P 60 CBS CS			99	99										B 17.0	28	1416	1895	660	211	701	189	330	328	319	316	557	169	281	268	265	238	154	67	483	261																			
8.00 - 8.30														A 17.7	28	1474	2037	732	198	792	244	395	371	363	330	554	147	277	273	287	230	174	72^	517	291																			
8.30 - 9.00														A 19.6	31	1633	1914	732	188	770	224	352	337	339	347	541	145	266	265	270	229	142	71^	461	248																			
DYNASTY		12	199	201										A 22.4	36	1866	1580	794	307	858	349	556	482	392	229	545	245	374	316	222	133	135	75	42^	34^																			
WED. 10.00P 60 ABC GD			99	99										B 21.8	36	1816	1591	800	325	883	357	559	485	401	248	546	245	374	317	229	132	99	56	63	35																			
10.00 - 10.30														A 22.4	35	1866	1574	795	303	853	347	554	483	393	226	548	243	376	316	226	134	131	71	42^	34^																			
10.30 - 11.00														A 22.5	37	1874	1572	789	307	857	351	555	478	388	230	539	248	371	315	216	130	134	76	42^	34^																			
FACTS OF LIFE		13	187	187										A 16.8	25	1399	1813	756	295	832	308	514	433	353	269	524	232	351	294	219	133	264	1																					



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)					CHILDREN (2-11)				
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	TOTAL	6-11				
EVENING CONT'D																																	
M*A*S*H						12	197	193	A 21.8	31	1816	1763	755	311	830	326	490	435	348	294	605	279	411	348	236	169	200	85	128	86			
MON.		9.00P	30	CBS	CS	97	99		B 23.0	33	1916	1698	729	315	802	313	489	438	336	265	579	246	385	339	251	167	175	87	142	98			
MATT HOUSTON						14	199	198	A 17.3	25	1441	1856	683	324	731	265	434	412	358	240	678	225	431	389	362	192	203	77^	244	181			
SUN.		8.00P	60	ABC	PD	99	99		B 15.5	23	1291	1895	687	318	769	282	470	432	362	248	707	263	479	438	364	182	181	71	238	172			
8.00 - 8.30									A 16.1	23	1341	1867	685	326	734	273	445	417	347	235	674	226	437	402	361	177	196	73^	263	196			
8.30 - 9.00									A 18.5	27	1541	1840	679	322	726	259	426	406	366	241	679	225	425	377	362	200	207	80	228	171			
NBC MONDAY NIGHT MOVIES						12	187	196	A 15.9	24	1324	1628	797	261	855	287	492	454	402	300	593	196	354	322	275	197	104	64^	76^	50^			
MON.		9.00P	120	NBC	FF	94	99		B 17.5	27	1458	1632	787	302	858	259	476	447	431	317	548	184	328	302	266	179	125	71	101	65			
9.00 - 9.30									A 15.5	22	1291	1699	819	273	885	282	499	452	418	330	566	169	320	304	266	202	126	84^	122	83^			
9.30 - 10.00									A 15.6	22	1299	1629	783	262	858	294	498	446	393	300	580	200	343	307	257	198	117	71^	74^	48^			
10.00 - 10.30									A 16.7	26	1391	1582	784	249	832	282	489	455	400	280	603	206	366	330	277	195	89	54^	58^	36^			
10.30 - 11.00									A 16.0	27	1333	1575	779	250	828	283	474	454	394	286	609	204	374	342	292	190	88^	48^	50^	31^			
NBC MOVIE OF THE WEEK(S)						183			A 11.4	17	950	1914	559	230^	607	184^	389	363	310	182^	797	377	548	498	291	184^	153^	48^v	357	260			
1 TUE.		8.00P	120	NBC	FF	92			A 11.1	17	925	2045	604	250^	632	152^	358	354	333	223^	777	349	515	495	285	203^	146^	31^v	490	319			
8.00 - 8.30									A 11.2	17	933	1987	580	230^	624	147^	380	349	348	209^	840	381	560	506	304	227^	140^	44^v	383	266			
8.30 - 9.00									A 11.4	17	950	1794	485	191^	542	162^	355	321	283	163^	834	421	594	531	295	165^	144^	47^v	274	217^			
9.00 - 9.30									A 11.8	18	983	1849	567	251	632	270	460	423	281	142^	741	355	523	472	287	140^	184^	67^	292	240^			
9.30 - 10.00																																	
NBC NEWS CAPSULE-M-F						79	168	171	A 12.9	19	1075	1863	741	266	803	259	462	425	373	283	623	252	393	328	262	187	179	101	258	176			
1 MWTHF		8.58P	1	NBC	N	85	87		B 13.2	20	1100	1839	732	261	792	248	426	399	355	307	585	208	348	311	259	200	192	111	270	187			

1 TUE.	9.05P	1																														
2 M-F	8.58P	1																														
NBC NEWS CAPSULE-2-M-F			35	176	172	A 12.1	18	1008	1810	741	303	813	310	509	460	365	250	642	277	430	379	271	175	187	100	168	121					
1 MON.	9.56P	1	NBC	N	87	90	B 12.7	20	1058	1761	730	293	787	291	484	453	359	241	632	261	426	373	285	169	175	85	167	121				
1 W & F	9.58P	1																														
2 TU&TH	9.58P	1																														
NBC NEWS CAPSULE-SAT			16	155	171	A 13.6	21	1133	2187	719	288	805	332	510	422	285	243	582	265	381	308	212	160	269	147	531	419					
SAT.	8.58P	1	NBC	N	85	87	B 12.2	20	1016	2024	742	265	820	269	451	393	336	304	559	205	330	300	236	180	243	130	402	301				
NBC NEWS CAPSULE-2-SAT.			9		173	A 10.2	16	850	2060	800	333	845	202^	527	524	461	270^	665	266^	511	422	317	136^	204^	85^	346	259^					
2 SAT.	9.58P	1	NBC	N	88	B 10.0	17	833	1813	707	244	783	219	439	421	395	270	553	187	336	317	268	170	207	124	270	184					
NBC NEWS CAPSULE-SUN			16	181	180	A 13.3	19	1108	2282	799	310	840	317	550	477	388	221	748	374	554	401	296	169	270	119	424	294					
SUN.	8.58P	1	NBC	N	90	92	B 13.6	20	1133	2066	713	286	767	275	486	440	370	223	674	261	459	396	326	172	260	122	365	268				
NBC NEWS CAPSULE-2-SUN.			7	181		A 14.4	22	1200	1806	665	322	722	414	600	446	254	95^	849	551	711	580	247	98^	133^	51^	102^	88^					
1 SUN.	9.52P	1	NBC	N	91	B 14.9	22	1241	1757	736	299	782	294	517	463	386	213	709	294	489	441	339	167	158	90	108	84					
NBC NIGHTLY NEWS-SAT.			11		165	A 12.7	22	1058	1472	586	200^	621	141^	268	265	283	312	645	127^	258	300	309	318	49^	27^	157^	122^					
2 SAT.	6.30P	30	NBC	N	88	B 10.3	20	858	1569	707	204	752	143	298	264	331	408	631	136	293	291	317	284	66	35	120	83					
NBC NIGHTLY NEWS-SUN			9	171		A 5.7	9	475	1895	1133	308^	1181	465^	647	411^	388^	459^	565	137^	281^	340^	311^	172^	104^	38^	45^	30^					
1 SUN.	6.30P	30	NBC	N	84	B 7.8	14	650	1554	702	237	752	194	328	297	309	365	616	132	286	298	316	280	78	24	108	71					
NBC NIGHTLY NEWS			79	207	207	A 12.4	20	1033	1599	745	255	799	174	347	363	389	387	595	136	275	294	296	264	68	31^	137	78					
M-F	6.30P	30	NBC	N	99	99	B 11.5	20	958	1577	719	224	768	154	321	317	371	393	623	147	281	282	301	295	81	42	105	69				
NBC SUNDAY NIGHT MOVIE			13	198	198	A 19.4	30	1616	1972	708	349	745	337	585	485	369	114	838	404	658	560	388	126	228	62^	161	116					
SUN.	9.00P	120	NBC	FF	99	99	B 17.7	27	1474	1787	706	298	756	286	510	447	381	193	713	306	504	440	334	153	195	86^	123	91				
CONT'D																																



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
														TOTAL	18-34	WOMEN 18-25-54		35-64		55+	TOTAL	18-34	MEN 18-25-54		35-64		55+	TOTAL FEM.	TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
EVENING CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											</

2 SUN.	8.58P	1																							
9 TO 5			14	196	197	A 19.3	29	1608	1653	740 307	797 309	502 473	367 237	501 189	314 294	239 137	205 118	150 109							
TUE.	9.30P	30	ABC	CS	97 99	B 19.8	30	1649	1775	733 302	807 337	536 456	346 218	536 228	373 323	239 122	235 127	197 147							
ONE DAY AT A TIME			12		199	A 20.3	29	1691	1652	811 345	898 267	474 439	398 368	522 187	284 263	193 203	112^ 90^	120^ 85^							
2 SUN.	9.30P	30	CBS	CS	99	B 20.6	31	1716	1660	766 299	850 261	444 415	372 353	533 189	301 285	233 191	148 88	129 94							
POWERS OF MATTHEW STAR			14	180	194	A 11.5	18	958	2147	774 319	855 318	567 491	423 228	775 333	530 393	324 202	219 114^	298 227							
FRI.	8.00P	60	NBC	GD	91 97	B 12.2	21	1016	2021	723 303	790 283	499 449	400 228	647 241	437 378	323 178	255 118	329 248							
8.00 - 8.30						A 10.8	17	900	2139	764 296	843 304	548 470	415 242	798 343	537 393	331 216	218 120^	280 218							
8.30 - 9.00						A 12.2	19	1016	2147	771 333	857 328	584 509	428 211	756 322	522 393	318 191	223 110^	311 236							
PRIVATE BENJAMIN			12	187		A 16.4	23	1366	1859	692 277	740 350	480 429	275 199	521 253	346 234	208 149^	277 162^	321 236							
1 MON.	8.30P	30	CBS	CS	96	B 15.7	23	1308	1794	662 278	718 277	443 394	306 223	544 212	366 312	248 153	251 133	281 204							
QUINCY, M.E.			14	196	199	A 14.0	22	1166	1596	694 283	763 289	472 419	308 240	693 302	490 426	316 166	112 66^	28^ 14^							
WED.	10.00P	60	NBC	OP	98 97	B 14.4	24	1200	1557	714 283	771 273	464 448	347 240	603 240	406 362	272 162	131 81	52 34							
10.00 - 10.30						A 13.8	22	1150	1598	689 282	759 283	476 425	319 232	673 294	480 417	310 158	125 71^	41^ 23^							
10.30 - 11.00						A 14.2	23	1183	1587	696 277	765 295	470 411	297 249	706 306	497 432	321 173	99^ 61^	17^ 6^							
REAL PEOPLE			15	198	206	A 18.5	27	1541	1761	714 244	762 197	376 361	354 320	588 209	327 295	259 202	186 89	225 156							
WED.	8.00P	60	NBC	PV	94 98	B 17.7	27	1474	1780	752 253	804 228	395 370	349 352	579 196	321 287	249 219	175 95	222 151							
8.00 - 8.30						A 18.1	27	1508	1745	708 240	749 187	363 354	354 321	584 214	324 286	248 202	182 91	230 165							
8.30 - 9.00						A 19.0	28	1583	1757	715 245	769 205	385 363	350 318	584 201	325 300	267 199	187 85	217 145							
REMINGTON STEELE			14	202	199	A 14.3	24	1191	1772	709 333	801 287	544 491	392 204	606 221	404 376	333 135	185 91^	180 161							
FRI.	10.00P	60	NBC	GD	99 97	B 13.3	23	1108	1764	688 304	760 291	515 471	379 191	627 235	438 416	328 138	212 89	165 127							
10.00 - 10.30						A 14.6	24	1216	1796	714 330	812 302	559 500	390 201	597 223	403 370	320 130	192 92^	195 170							
10.30 - 11.00						A 13.9	24	1158	1749	704 336	792 273	532 483	393 206	614 221	406 379	344 140	177 88^	166 152							

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																									
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)					CHILDREN (2-11)												
														TOTAL		18-34		WOMEN 18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL FEM.		TOTAL 6-11	
EVENING CONT'D																																									
RETURN OF-DOBERMAN GANG(S)						175	A	13.1	19	1091	1621	738	201^	782	128^	347	389	482	362	617	175^	352	276	303	244	107^	44^v	115^	77^												
2 TUE. 8.00P 60 NBC PD						88	A	12.8	19	1066	1637	743	206^	786	134^	357	396	489	356	626	177^	364	292	313	242	98^	40^v	127^	88^												
8.00 - 8.30							A	13.4	20	1116	1597	733	195^	776	120^	337	378	472	369	610	171^	339	258	296	249	112^	47^v	99^	65^												
8.30 - 9.00							A	12.6	19	1050	1939	746	372	820	250	552	504	413	237	690	252	455	438	364	173	189	90^	240	151												
RIPLEY'S BELIEVE IT-NOT SUN. 7.00P 60 ABC U						15 183 172	B	12.2	19	1016	2012	682	300	759	290	523	462	358	200	713	282	499	457	356	159	215	101	325	241												
7.00 - 7.30							A	11.6	18	966	1932	754	373	827	236	547	506	421	249	675	238	443	429	358	172	197	99^	233	139												
7.30 - 8.00							A	13.7	20	1141	1928	733	363	810	261	554	500	405	225	694	262	462	438	366	170	180	81^	244	158												
ST. ELSEWHERE						10 203 200	A	11.7	19	975	1518	705	341	831	360	542	440	304	239	597	284	430	387	257	125	65^	23^v	25^v	13^v												
TUE. 10.00P 60 NBC GD						99 99	B	11.8	20	983	1502	715	276	779	289	488	435	361	239	599	250	420	386	286	135	87	37	16													
10.00 - 10.30							A	11.8	19	983	1540	715	336	842	354	545	442	317	249	597	279	419	371	255	137	75^	27^v	26^v	13^v												
10.30 - 11.00							A	11.7	20	975	1475	687	340	809	360	531	433	287	227	588	283	435	398	257	112^	56^	20^v	22^v	13^v												
SEVEN BRIDES/SEVEN BROS.						12 185	A	14.4	21	1200	1710	692	243	756	231	368	309	347	337	511	202	284	212	212	195^	151^	79^	292	159^												
1 WED. 8.00P 60 CBS MD						97	B	14.2	22	1183	1660	697	283	799	266	419	376	349	315	468	156	249	209	208	184	159	93	234	147												
8.00 - 8.30							A	14.6	21	1216	1740	681	236	756	228	362	297	341	340	514	204	289	209	209	193^	168^	87^	302	172^												
8.30 - 9.00							A	14.1	21	1175	1686	705	250	757	236	375	324	351	335	513	201^	282	218	216	199^	135^	71^	281	144^												
SILVER SPOONS						16 169 198	A	16.3	26	1358	2262	726	298	821	341	515	432	269	254	540	253	369	298	197	138	331	191	570	418												
SAT. 8.30P 30 NBC CS						93 97	B	14.8	25	1233	2013	736	269	814	270	445	389	328	306	520	192	308	280	221	167	267	143	412	301												
SIMON & SIMON						13 185 197	A	21.8	32	1816	1708	728	254	785	229	432	422	413	278	596	201	343	335	294	203	184	76	143	93												



TUE.	8.00P	60	CBS FV	98	92	B 15.8 23 1316	2090	673	228	754	225	405	376	362	284	574	232	349	316	253	173	227	120	535	326		
	8.00 - 8.30					A 14.9 22 1241	2251	688	204	797	252	430	381	338	299	648	286	412	353	258	180	228	131	578	346		
	8.30 - 9.00					A 15.7 23 1308	2229	689	232	773	240	439	408	353	272	602	250	388	355	260	165	273	159	581	349		
•LATE FRINGE																											
ABC NEWS:NIGHTLINE				60	188	188	A 6.9 19 575	1224	565	186	594	161	292	301	315	232	579	140	300	326	309	223	33^	LT	18^	LT	
1 M-F 11.30P				30	ABC N	96	96	B 6.3 18 525	1291	593	207	636	170	351	342	363	224	608	185	340	345	297	210	29	11	18	LT
2 MON. 11.32P				30																							
2 W-F 11.30P				30																							
ABC WEEKEND REPORT-SAT.				16	162	141	A 5.4 11 450	1304	516	258^	612	240^	385	332	275	208^	602	173^	360	360	289	226^	90^	33^	LT	LT	
SAT. 11.00P				15	ABC N	89	76	B 5.4 11 450	1321	556	213	616	208	352	316	292	219	552	206	362	324	254	152	91	45	62	54
ABC WEEKEND REPORT-SUN.				16	165	157	A 4.8 10 400	1503	687	225^	745	281^	511	481	380	182^	542	128^	350	373	347	147^	153^	52^	63^	40^	
SUN. 11.00P				15	ABC N	91	89	B 4.1 10 342	1345	606	199	651	235	427	406	319	179	589	189	388	360	308	168	66	17	39	21
CBS NEWS NIGHTWATCH-1				68	80	80	A 1.7 20 142	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
1 M-TH 2.00A				30	CBS N	71	73	B 1.5 18 125	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
2 M-THSU 2.00A				30																							
CBS NEWS NIGHTWATCH-2				75	112	113	A 1.0 22 83	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
M-THSU 2.30A				210	CBS N	92	92	B 1.0 23 83	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
2.30 - 3.00							A 1.5 22 125	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
3.00 - 3.30							A 1.3 24 108	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
3.30 - 4.00							A 1.1 24 92	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
4.00 - 4.30							A 1.0 26 83	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
4.30 - 5.00							A .9 26 75	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
5.00 - 5.30							A .8 22 67	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
5.30 - 6.00							A .7 18 58	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	



FOR EXPLANATION OF SYMBOLS, SEE PAGE A

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PROGRAM NAME											T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL								
													WOMEN					MEN															
													18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+											
													TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+									
WEEKDAY DAYTIME CONT'D																																	
ALL MY CHILDREN-CONT'D																																	
2 M-F 1.00 - 1.30																																	
1.30 - 2.00																																	
ANOTHER WORLD 79 203 203																																	
M-F 2.00P 60 NBC DD 99 99																																	
2.00 - 2.30																																	
2.30 - 3.00																																	
AS THE WORLD TURNS 83 202 204																																	
1 M-TH 1.30P 60 CBS DD 99 99																																	
1 FRI. 1.30P 5																																	
& 1.54P 36																																	
2 M-F 1.30P 60																																	
1.30 - 2.00																																	
2.00 - 2.30																																	
CAPITOL 83 192 193																																	
M-F 2.30P 30 CBS DD 96 96																																	
CBS EARLY MORNING NEWS 75 122 123																																	
M-F 6.30A 30 CBS N 87 88																																	
CBS MORNING NEWS I 75 185 186																																	
M-F 7.30A 30 CBS N 99 99																																	
CBS MORNING NEWS 2 75 185 186																																	
M-F 8.30A 30 CBS N 99 99																																	
CHILD'S PLAY 83 159 161																																	
M-F 10.30A 30 CBS QP 87 87																																	
DAYS OF OUR LIVES 79 209 209																																	
1 M-TH 1.00P 60 NBC DD 99 99																																	
1 FRI. 1.00P 35																																	
& 1.55P 5																																	
2 M-F 1.00P 60																																	
1.00 - 1.30																																	
1.30 - 2.00																																	
EARLY TODAY M-F 80 168 167																																	
M-F 6.30A 25 NBC N 91 91																																	
EDGE OF NIGHT 77 146 146																																	
M-F 4.00P 30 ABC DD 78 77																																	
FACTS OF LIFE M-F 25 136 136																																	
M-F 10.00A 30 NBC CS 83 83																																	
FAMILY FEUD 79 174 171																																	
M-F 12.00N 30 ABC QP 89 89																																	
FANTASY 89 167 166																																	
M-F 3.00P 60 NBC QG 84 84																																	
3.00 - 3.30																																	
3.30 - 4.00																																	



PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																											
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																													
														WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)																	
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11																
WEEKDAY DAYTIME CONT'D																																											
GENERAL HOSPITAL																		78	201	202	A	10.4	32	866	1374	736	168	839	412	626	463	353	174	265	115	165	114	107	73	169	138	101	59^
M-F 3.00P 60 ABC DD																		99	99		B	9.6	32	800	1352	756	211	858	406	621	450	355	196	244	122	168	105	81	65	156	124	94	43
3.00 - 3.30																					A	10.1	33	841	1353	737	159	845	421	634	468	348	174	254	111	157	107	100	70^	157	130	97	50^
3.30 - 4.00																					A	10.7	32	891	1383	737	177	831	400	617	459	356	174	274	120	170	118	112	76	175	143	103	66^
GOOD MORNING, AMERICA-730																		80	206	206	A	5.4	28	450	1311	695	216	712	191	345	377	349	304	388	68^	144	205	245	166	130^	15^v	81^	53^
M-F 7.30A 30 ABC N																		99	99		B	5.1	27	425	1174	685	175	698	153	340	353	356	304	345	80	151	173	175	153	68	15	63	43
GOOD MORNING, AMERICA-830																		80	203	203	A	5.8	27	483	1116	683	166	721	177	337	350	390	336	307	56^	126	155	181	137	26^v	LT	62^	25^v
M-F 8.30A 30 ABC N																		99	99		B	5.6	27	466	1106	709	154	732	162	349	361	389	320	303	72	132	136	137	144	22	LT	49	18
GUIDING LIGHT																		82	201	203	A	7.9	24	658	1368	926	174	981	289	508	487	434	416	205	54^	94	81^	98	97	106	59^	76^	27^
M-F 3.00P 60 CBS DD																		99	99		B	7.4	25	616	1306	872	158	949	253	470	453	446	416	186	58	92	65	77	88	75	45	96	48
3.00 - 3.30																					A	7.6	25	633	1352	925	170	980	295	506	484	423	419	206	56^	95	83^	97	96	95	53^	71^	24^v
3.30 - 4.00																					A	8.1	24	675	1391	930	172	987	288	512	491	441	416	206	54^	96	80^	97	98	114	64^	84^	33^
HIT MAN																		15	182	185	A	3.4	14	283	1413	838	113^	859	272	456	388	356	351	360	123^	179^	176^	155^	127^	67^	39^v	127^	32^v
M-F 11.30A 30 NBC QG																		92	92		B	3.5	14	292	1387	807	100	852	271	443	385	340	357	331	104	150	142	130	143	60	39	144	26
JUST MEN																		15	134	133	A	2.3	8	192	1302	765	192^	833	297^	406	318	307^	369	297^	146^	203^	115^	120^	78^v	63^v	63^v	109^	41^v
M-F 12.00N 30 NBC QG																		69	69		B	2.3	9	192	1339	736	167	833	302	422	301	316	367	315	131	191	111	117	110	66	59	125	32
LOVE BOAT DAYTIME																		80	186	185	A	5.4	22	450	1244	575	202	688	300	428	342	277	209	319	164	215	181	112^	79^	94^	63^	143	31^v
1 M-F 11.00A 60 ABC CS																		95	95		B	5.0	22	417	1271	592	190	680	327	469	351	284	159	301	163	217	160	95	72	106	68	184	74
2 MTUWF 11.00A 60																																											

[illegible]







## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK #		START TIME		DUR	PROG. NLT TYPE	WK 1	WK 2	AVG AUD. %	SHARE %	AVG AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
WEEKEND DAYTIME CONT'D																														
CBS NFL PLAYOFF PRE-SAT.(S)						204		A	10.2	29	850	1800	425	161A	463	221A	299	289	182A	143A	855	442	567	520	321	215A	166A	67V	316	149A
1 SAT. 12.00N 30 CBS SC						99																								
CBS NFL PLAYOFF GAME-SAT.(S)						205		A	20.6	47	1716	1564	376	131A	421	135A	224	209	189	163	885	345	533	493	393	289	135A	47A	123A	70A
1 SAT. 12.30P 181 CBS SE						99																								
12.30 - 1.00								A	16.7	42	1391	1752	410	120A	472	154A	263	260	214	177	917	384	594	523	410	274	164A	58A	199	117A
1.00 - 1.30								A	19.3	46	1608	1632	356	113A	387	124A	214	209	188	143A	964	422	608	544	392	290	146A	54A	135A	71A
1.30 - 2.00								A	21.1	48	1758	1585	377	126A	411	140	224	212	188	151	924	357	555	523	410	303	122A	40A	128A	76A
2.00 - 2.30								A	20.7	46	1724	1473	366	138A	412	123A	206	182	183	174	835	298	482	457	386	287	129A	42A	97A	60A
2.30 - 3.00								A	23.3	52	1941	1481	381	137	428	126	221	201	197	172	833	305	477	456	380	288	129	48A	91A	54A
3.00 - 3.30								A	22.7	50	1891	1508	371	143	420	140	220	202	173	161	851	323	504	466	380	287	123A	46A	114A	55A
CBS NFL PLAYOFF POST-SAT.(S)						205		A	15.9	36	1324	1446	371	119A	418	119A	211	211	189	169A	823	291	462	431	366	299	133A	58A	72A	27V
1 SAT. 3.31P 14 CBS SC						99																								
CBS NFL PLAYOFF PRE-SUN.(S)						203		A	10.7	22	891	1933	458	211A	525	239A	384	268	211A	112A	1129	578	812	763	468	215A	127A	24V	152A	108A
1 SUN. 3.30P 30 CBS SC						99																								
CBS NFL PLAYOFF GAME-SUN.(S)						205		A	32.0	57	2666	1830	502	211	551	174	326	287	249	183	979	429	674	611	452	234	172	48A	128	86A
1 SUN. 4.00P 198 CBS SE						99																								
4.00 - 4.30								A	24.2	49	2016	1806	451	209	508	165	311	277	245	155	1008	459	708	649	450	229	182	47A	108A	79A
4.30 - 5.00								A	29.8	57	2482	1805	457	194	502	148	300	264	239	162	1003	433	691	630	475	240	181	47A	119	86A
5.00 - 5.30								A	31.5	59	2624	1860	449	195	500	158	309	266	233	154	1034	465	718	650	470	236	189	47A	137	94
5.30 - 6.00								A	31.4	58	2616	1803	455	188	503	159	299	258	221	166	995	452	688	625	444	233	174	51A	131	82A
6.00 - 6.30								A	34.1	57	2841	1818	518	224	560	174	327	298	253	186	960	422	665	598	441	229	177	50A	121	79A
6.30 - 7.00								A	36.2	58	3015	1848	543	239	593	207	362	316	257	186	963	408	658	589	451	239	158	43A	134	88
CBS NFL PLAYOFF POST-SUN.(S)						205		A	33.7	53	2807	1838	695	237	745	212	379	346	318	316	859	346	543	498	403	237	106	46A	128	93
1 SUN. 7.18P 12 CBS SC						99																								
CBS SPORTS SATURDAY						5	171	A	13.3	28	1108	1477	459	256	466	163A	309	304	221	108A	766	252	472	483	421	215A	96A	74A	149A	93A
2 SAT. 4.00P 60 CBS SA						95		B	8.0	20	666	1486	392	157	405	114	211	212	198	150	808	286	509	458	387	260	58	23	215	148
4.00 - 4.30								A	13.8	29	1150	1490	444	248	459	179A	311	285	207A	100A	773	262	481	495	425	210	120A	96A	138A	83A
4.30 - 5.00								A	12.9	27	1075	1442	467	260	467	144A	304	323	233	116A	750	239	460	465	414	219A	67A	50V	158A	102A
EAST/WEST SHRINE GAME(S)						177		A	5.7	11	475	1288	417A	63V	457A	67V	126V	126V	173A	299A	694	160A	252A	245A	314A	399A	73V	25V	64V	34V
1 SAT. 3.45P 195 CBS SE						94																								
4.00 - 4.30								A	6.9	15	575	1150	393A	73V	417	44V	115A	146A	228A	271A	654	152A	224A	203A	299A	379A	43V	25V	36V	LT
4.30 - 5.00								A	5.0	10	417	1228	405A	96V	436A	57V	78V	105V	164A	331A	715	182A	259A	226A	296A	408A	53V	29V	24V	LT
5.00 - 5.30								A	4.4	9	367	1305	352A	68V	379A	28V	65V	95V	147V	284A	730	185A	250A	243A	300A	447A	106V	46V	90V	69V
5.30 - 6.00								A	5.2	10	433	1185	358A	63V	390A	16V	59V	79V	139V	311A	644	125V	181A	194A	275A	431A	67V	32V	84V	67V
6.00 - 6.30								A	5.3	10	441	1438	509A	28V	588	98V	168A	128V	145A	387A	696	141A	248A	242A	319A	412A	78V	18V	76V	50V
6.30 - 7.00								A	5.4	9	450	1429	554	29V	583	135V	211A	146A	185A	329A	680	140A	240A	249A	344A	394A	95V	11V	71V	50V
FACE THE NATION						16	137	A	4.6	13	383	1329	512	157A	535	125A	193A	165A	225A	305A	625	217A	317A	286A	284A	227A	91A	60V	78V	78V
SUN. 11.30A 30 CBS CC						90	88	B	3.5	12	292	1227	507	149	531	95	187	191	203	311	559	180	280	274	252	240	45	23	92	65
FLASH GORDON						16	117	A	3.8	9	317	1757	506	243A	534	202A	400	309A	198A	134A	361A	234A	294A	290A	127A	16V	118A	66V	744	423
SAT. 12.30P 30 NBC CA						61	67	B	4.2	13	350	1792	369	134	412	220	310	195	135	95	314	178	255	184	111	47	253	117	813	514
FLINTSTONE FUNNIES						17	195	A	3.4	27	283	1731	381A	257A	409A	116A	184A	279A	227A	113A	187A	48V	81V	92V	88V	85V	132A	99V	1003	675
MEET SAT. 8.00A 30 NBC CA						96	96	B	3.4	27	283	1605	227	112	270	145	172	122	107	63	173	61	90	106	101	49	183	87	979	619
GARY COLEMAN SHOW						18	202	A	6.8	22	566	1860	329	164A	334	152A	269	197A	166A	42V	253	190A	231	186A	63A	LT	256	131A	1017	582
SAT. 10.30A 30 NBC CA						94	94	B	7.1	26	591	1708	249	108	268	130	200	135	104	59	185	103	139	108	65	31	301	154	954	577
PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME		WK #	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																										
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																										
													AVG. AUD. %	AVG. SHARE %	TOTAL PERSONS (2+)	LADY OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)												
													%	%	(0,000)		TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	6-11											
WEEKEND DAYTIME CONT'D																																									
GILLIGAN'S PLANET									12	184	184		A	3.6	16	300	1663	256	93																						
SAT.	9.00A	30	CBS	CA					97	92		B	2.9	13	242	1620	279	88																							
GRAND PRIX TENNIS-SUN(S)											184		A	3.7	7	308	1302	472	188																						
2 SUN.	3.04P	176	CBS	SE							96						533	163																							
3.00 - 3.30													A	2.0	4	167	1204	497	264																						
3.30 - 4.00													A	2.0	3	167	1240	558	210																						
4.00 - 4.30													A	2.5	4	208	1375	381	116																						
4.30 - 5.00													A	4.9	9	408	1392	463	174																						
5.00 - 5.30													A	5.6	11	466	1223	444	193																						
5.30 - 6.00													A	5.0	10	417	1336	514	209																						
HULK/SPIDERMAN 1									16	175	187		A	5.6	17	466	1697	288	122																						
SAT.	11.00A	30	NBC	CA					80	93		B	6.1	23	508	1693	254	106																							
HULK/SPIDERMAN 2									16	175	188		A	7.3	21	608	1594	262	135																						
SAT.	11.30A	30	NBC	CA					80	93		B	6.8	24	566	1711	288	126																							
IN THE NEWS- 8.26AM									18	171	172		A	2.2	15	183	1907	305	39																						
SAT.	8.26A	3	CBS	CN					80	81		B	2.0	15	167	1549	220	54																							
IN THE NEWS- 8.56AM									18	177	180		A	2.9	14	242	1607	119	70																						
SAT.	8.56A	3	CBS	CN					84	91		B	2.8	15	233	1522	227	97																							
IN THE NEWS- 9.26AM									18	184	184		A	3.9	16	325	1471	262	80																						
SAT.	9.26A	3	CBS	CN					97	92		B	3.3	15	275	1512	285	104																							
IN THE NEWS- 9.56AM									11	175	176		A	4.7	18	392	1760	376	159																						
SAT.	9.56A	3	CBS	CN					84	84		B	3.7	15	308	1624	346	144																							
IN THE NEWS-11.56AM									15	153	160		A	5.5	17	458	1520	388	107																						
SAT.	11.56A	3	CBS	CN					81	83		B	4.0	14	333	1588	382	151																							
IN THE NEWS-10.56AM									17	169	172		A	7.2	23	600	1665	386	129																						
SAT.	10.56A	3	CBS	CN					83	83		B	5.6	21	466	1631	355	148																							
IN THE NEWS-11.26AM									17	168	170		A	7.7	23	641	1725	389	120																						
SAT.	11.26A	3	CBS	CN					83	83		B	5.3	19	441	1661	376	160																							
JETSONS									16	149	136		A	4.3	11	358	1785	509	341																						
SAT.	12.00N	30	NBC	CA					83	67		B	4.6	16	383	1765	351	160																							
MEATBALL & SPAGHETTI									15	153	160		A	4.7	14	392	1528	382	120																						
SAT.	11.30A	30	CBS	CA					81	82		B	3.8	14	317	1614	386	165																							
MEET THE PRESS									16	117	116		A	2.7	8	225	1782	653	280																						
1 SUN.	11.30A	30	NBC	CC					80	76		B	2.8	10	233	1362	520	142																							
2 SUN.	12.00N	30																																							
MORK/LAVERNE/FONZ HOUR-1									3	186	186		A	6.3	19	525	1895	270	83																						
SAT.	11.00A	30	ABC	CA					94	94		B	6.1	19	508	1796	229	80																							
MORK/LAVERNE/FONZ HOUR-2									3	186	186		A	7.5	21	625	1896	272	130																						
SAT.	11.30A	30	ABC	CA					94	94		B	6.9	21	575	1845	264	121																							
NCAA BASKETBALL									5	201	187		A	3.6	8	300	1670	494	197																						
1 SAT.	1.30P	141	NBC	SE					98	95		B	4.0	10	333	1501	368	134																							

CONT'D



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1983 REPORT

PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
								TOTAL	LADY WORK- PERSONS OF (2+)	ING- HOUSE WOM.	18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000)																	
WEEKEND DAYTIME CONT'D																										
SCHOOLHOUSE ROCK-10.55AM	3	192	192	A	6.9	22	575	1777	241	37v	275	137^	227	188^	113^	41v	130^	96^	121^	101^	34v	LT	317	134^	1055	618
SAT. 10.55A 4 ABC CN	99	99	B	6.8	22	566	1691	202	38		225	114	188	153	93	29	120	94	111	92	26	LT	312	149	1034	603
SCHOOLHOUSE ROCK-11.55AM	3	186	186	A	7.5	21	625	1773	235	119^	305	188^	262	182^	90^	27v	335	209	289	192^	126^	30v	249	160^	884	604
SAT. 11.55A 4 ABC CN	94	94	B	6.9	20	575	1757	243	116		295	172	239	169	104	35	288	186	244	170	95	28	266	180	908	600
SCOOBY DOO/PUPPY HOUR-1	3	192	192	A	6.5	23	541	1993	242	70^	293	142^	227	163^	105^	64^	162^	110^	142^	124^	52v	LT	279	128^	1259	821
SAT. 10.00A 30 ABC CA	99	99	B	6.4	22	533	1800	193	58		227	112	180	136	84	42	151	110	131	117	41	LT	263	112	1159	754
SCOOBY DOO/PUPPY HOUR-2	3	192	192	A	7.8	25	650	1851	236	40v	266	129^	222	181^	113^	37v	119^	85^	111^	87^	34v	LT	345	134^	1121	668
SAT. 10.30A 30 ABC CA	99	99	B	7.8	25	650	1757	197	41		218	109	185	150	93	26	121	95	113	87	26	LT	327	141	1091	643
SHIRT TALES	18	203	206	A	5.4	29	450	1551	350	224^	373	79^	156^	238^	263^	103^	150^	62v	104^	83^	88^	46v	163^	66v	865	578
SAT. 8.30A 30 NBC CA	98	98	B	4.6	26	383	1644	232	119		273	146	181	128	104	63	155	81	104	84	58	41	263	101	953	603
SMURFS I	18	206	207	A	7.7	33	641	1802	310	172^	312	191	251	166^	121^	39v	270	194	252	128^	70^	18v	262	110^	958	535
SAT. 9.00A 30 NBC CA	99	99	B	6.8	32	566	1799	261	133		290	171	220	144	99	52	183	101	133	96	68	39	299	126	1027	604
SMURFS II	18	206	207	A	8.9	35	741	1830	286	176	308	189	267	188	119^	21v	201	112^	168	157^	82^	7v	333	134^	988	576
SAT. 9.30A 30 NBC CA	99	99	B	7.9	33	658	1770	264	140		297	168	226	142	108	56	174	98	124	98	60	35	296	128	1003	577
SMURFS III	18	206	205	A	9.0	32	750	1780	301	168	311	154^	268	205	153^	30v	266	180	217	167	62^	24v	273	138^	930	532
SAT. 10.00A 30 NBC CA	99	99	B	8.9	34	741	1781	260	126		290	157	228	146	107	53	196	107	139	109	73	41	302	150	993	591
SPEED BUGGY	18	171	172	A	1.9	15	158	1911	310^	51v	310^	197v	228^	165v	113v	38v	222^	121v	121v	134v	101v	63v	164v	88v	1215	968
SAT. 8.00A 30 CBS CA	80	81	B	1.9	15	158	1550	198	64		206	70	150	141	118	42	236	85	178	183	129	39	236	78	872	578
SUNDAY MORNING	16	167	163	A	6.0	24	500	1518	569	194^	585	188^	245	202^	257	295	601	179^	343	392	345	182^	97^	11v	235^	142^
SUN. 9.00A 90 CBS N	94	92	B	5.0	23	417	1362	575	188		597	147	243	252	274	300	570	168	315	362	304	194	42	LT	153	89
9.00 - 9.30	A	5.1	24	425	1515	588	146^	612	197^	255^	201^	264^	309	560	169^	322	349	311	166^	110^	23v	233^	159^			
9.30 - 10.00	A	6.5	26	541	1470	571	190^	586	197^	246	191^	244	300	571	155^	307	375	352	177^	94^	LT	219^	145^			
10.00 - 10.30	A	6.5	24	541	1547	541	236	554	172^	234	210^	255	274	656	206^	388	441	360	195^	87^	11v	250	129^			
SUPER BOWL TOURN. RD.2-SA(S)	212			A	22.4	44	1866	1671	438	199	481	165	320	301	232	119^	925	373	634	599	433	229	144	36^	121^	78^
1 SAT. 4.00P 187 NBC SE	93			A	17.3	38	1441	1600	401	183	456	160^	283	264	195	135^	939	362	638	628	459	241	146^	31v	59^	33v
4.00 - 4.30	A	21.3	45	1774	1626	430	179	478	161	306	272	211	135^	938	395	641	610	425	232	137	25v	73^	40^			
4.30 - 5.00	A	24.3	49	2024	1588	397	180	440	152	287	268	205	112^	885	350	615	574	427	215	143	31^	120	77^			
5.00 - 5.30	A	22.0	43	1833	1662	428	212	474	180	328	296	219	103^	904	382	651	615	424	193	145	30v	139	86^			
5.30 - 6.00	A	23.8	44	1983	1701	445	213	477	167	344	336	252	90^	922	371	635	609	432	219	166	46^	136	90^			
6.00 - 6.30	A	25.4	44	2116	1721	471	206	506	164	341	325	260	124	940	367	614	576	432	257	145	50^	130	94^			
6.30 - 7.00	A	24.3	54	2024	1763	429	174	471	141	314	286	256	118^	982	399	669	645	467	243	192	53^	118^	84^			
SUPER BOWL TOURN. RD.2-SU(S)	215			A	16.5	43	1374	1823	425	175	476	150^	328	326	273	97^	1007	407	684	715	481	241	195	66^	145^	100^
1 SUN. 12.30P 189 NBC SE	99			A	22.1	53	1841	1792	411	186	464	140	323	303	265	98^	1003	405	682	665	483	242	216	65^	109^	80^
12.30 - 1.00	A	25.4	57	2116	1699	403	194	452	148	310	293	238	107^	960	389	646	635	454	243	165	46^	122	88^			
1.00 - 1.30	A	26.1	56	2174	1713	398	152	445	125	284	255	229	130	956	384	644	615	449	248	179	52^	133	94^			
1.30 - 2.00	A	27.8	59	2316	1764	426	160	461	136	311	261	247	120	1007	404	686	648	481	250	187	55^	109	77^			
2.00 - 2.30	A	28.2	58	2349	1809	478	173	508	141	333	295	286	137	997	417	681	635	468	246	203	46^	101^	77^			
2.30 - 3.00	A	16.0	33	1333	1687	492	178^	505	128^	309	297	285	156^	812	287	560	515	412	216	261	56^	109^	96^			
3.00 - 3.30	A	2.7	21	225	1902	240^	40v	266^	219^	219^	30v	21v	47v	367^	160^	314^	177^	186^	53v	290^	48v	979	583			
SUPERBOWLS	17	178	178	A	2.8	22	233	1739	203	97	240	108	143	111	97	85	160	59	115	90	86	42	202	49	1137	685
SAT. 8.00A 30 ABC CA	94	94	B																							

KEY: A= CURRENT REPORT B= SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TOTAL	TEENS (12-17) FEM.	CHILDREN (2-11) TOTAL						
															18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+				18-34	18-49	25-54	35-64	55+	
WEEKEND DAYTIME CONT'D																																	
THIS WEEK-D. BRINKLEY(B)										135	A	3.4	9	283	1261	698	240	703	250	265	225	141	389	558	131	282	151	267	276	LT	LT	LT	LT
2 SUN. 11.30A 60 ABC N										76	A	3.6	10	300	1270	663	253	663	266	266	228	117	346	607	160	347	187	304	260	LT	LT	LT	LT
11.30 - 12.00											A	3.3	9	275	1185	706	211	706	214	240	211	156	419	479	93	199	106	218	280	LT	LT	LT	LT
12.00 - 12.30																																	
THIS WEEK-DAVID BRINKLEY										15	A	5.2	15	433	1076	556	183	640	100	197	157	244	427	249	49	136	111	200	89	87	76	100	39
1 SUN. 11.30A 60 ABC N										99	B	4.1	14	342	1334	567	172	612	96	190	194	278	376	594	139	283	270	295	271	43	21	85	46
11.30 - 12.00											A	4.7	14	392	1079	535	166	622	89	174	143	227	431	270	61	176	149	209	60	87	87	100	33
12.00 - 12.30											A	5.6	16	466	1075	575	200	659	107	215	170	263	429	233	37	101	79	196	117	85	64	98	45
U.S. AMATEUR BOXING CHAMP(S)										112	A	5.1	10	425	1449	432	73	465	227	269	182	97	189	810	274	452	518	432	230	47	24	127	56
2 SUN. 4.30P 90 ABC SE										65	A	3.8	7	317	1394	451	47	489	180	227	174	125	237	792	268	372	428	391	294	69	41	44	44
4.30 - 5.00											A	5.5	11	458	1443	386	75	419	228	246	145	65	173	800	234	426	510	458	238	63	37	161	63
5.00 - 5.30											A	6.0	11	500	1492	462	90	494	260	320	223	106	174	828	310	528	584	437	182	20	LT	150	58
5.30 - 6.00																																	

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. JAN. 10, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE (Households (000) & %)		{		21,240 25.5				22,990 27.6									
ABC TV						← THAT'S INCREDIBLE →				← ABC MONDAY NIGHT MOVIE →							
AVERAGE AUDIENCE (Households (000) & %)		{		15,830				14,410									
SHARE OF AUDIENCE %		{		19.0		17.9*		20.2*		17.3		16.0*		16.6*		18.3*	
AVG. AUD. BY ¼ HR.		{		27		26 *		28 *		27		23 *		24 *		29 *	
W				16.7		19.1		20.5		16.0		16.6		17.9		18.8	
TOTAL AUDIENCE (Households (000) & %)		{		15,080 18.1		15,580 18.7		21,820 26.2		20,330 24.4		16,490 19.8					
CBS TV				SQUARE PEGS		PRIVATE BENJAMIN (OP)		M*A*S*H		NEWHART		← CAGNEY & LACEY →					
AVERAGE AUDIENCE (Households (000) & %)		{		12,910		13,660		19,740		18,330		13,660					
SHARE OF AUDIENCE %		{		15.5		16.4		23.7		22.0		16.4		16.8*		16.0*	
AVG. AUD. BY ¼ HR.		{		22		23		34		32		27		27 *		28 *	
K				15.3		15.7		15.6		22.8		24.6		21.9		22.0	
TOTAL AUDIENCE (Households (000) & %)		{		17,160 20.6				18,080 21.7									
NBC TV				← LITTLE HOUSE NW BEGINNING (OP) →				← NBC MONDAY NIGHT MOVIES (I MARRIED MYATT EARP (OP)) →									
AVERAGE AUDIENCE (Households (000) & %)		{		13,740				11,250									
SHARE OF AUDIENCE %		{		16.5		15.9*		17.0*		13.5		13.9*		12.9*		13.9*	
AVG. AUD. BY ¼ HR.		{		23		23 *		24 *		21		20 *		19 *		22 *	
				15.6		16.2		16.9		17.2		14.4		13.3		12.8	
TOTAL AUDIENCE (Households (000) & %)		{		24,240 29.1				29,490 35.4									
ABC TV						← THAT'S INCREDIBLE (OP) →				← AMERICAN MUSIC AWARDS (9:00-11:01PM) →							
AVERAGE AUDIENCE (Households (000) & %)		{		18,580				20,330									
SHARE OF AUDIENCE %		{		22.3		20.5*		24.2*		24.4		23.0*		24.7*		25.3*	
AVG. AUD. BY ¼ HR.		{		31		29 *		33 *		36		32 *		35 *		38 *	
W				19.5		21.4		23.9		24.5		23.5		25.1		24.4	
TOTAL AUDIENCE (Households (000) & %)		{		16,160 19.4		12,330 14.8		19,580 23.5		16,330 19.6		13,240 15.9					
CBS TV				LIFE IS A CIRCUS, C. BROWN (R)		FILTHY RICH (OP)		M*A*S*H (R)		NEWHART		← CAGNEY & LACEY →					
AVERAGE AUDIENCE (Households (000) & %)		{		13,910		10,830		16,580		14,330		10,830					
SHARE OF AUDIENCE %		{		16.7		13.0		19.9		17.2		13.0		13.1*		12.8*	
AVG. AUD. BY ¼ HR.		{		23		18		28		24		20		20 *		20 *	
K				16.2		17.3		13.0		13.1		19.4		20.5		16.9	
TOTAL AUDIENCE (Households (000) & %)		{		19,330 23.2				21,820 26.2									
NBC TV				← LITTLE HOUSE NW BEGINNING (OP) →				← NBC MONDAY NIGHT MOVIES (WAIT TILL YOUR MOTHER GETS HOME (SUS-OP)) →									
AVERAGE AUDIENCE (Households (000) & %)		{		14,740				15,240									
SHARE OF AUDIENCE %		{		17.7		17.1*		18.2*		18.3		17.1*		18.2*		19.5*	
AVG. AUD. BY ¼ HR.		{		25		24 *		25 *		27		24 *		26 *		29 *	
				17.1		17.1		18.3		18.1		17.5		16.7		17.9	

TV HOUSEHOLDS USING TV	WK 1	65.0	66.6	66.7	67.8	69.1	70.9	71.9	72.3	70.4	70.5	68.7	68.3	63.8	62.0	59.8	56.3
(See Def. 1)	WK 2	65.2	66.9	67.2	68.8	70.9	72.5	72.5	72.6	72.2	72.1	70.8	70.3	67.3	65.7	63.7	61.3

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

EVE. MON. JAN. 17, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. JAN.11, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					17,740 21.3		16,410 19.7		19,410 23.3		17,240 20.7		19,160 23.0			
	ABC TV					HAPPY DAYS		LAVERNE & SHIRLEY		THREE'S COMPANY		9 TO 5 (OP)		HART TO HART			
	AVERAGE AUDIENCE (Households (000) & %)					15,410 18.5		14,830 17.8		17,490 21.0		15,830 19.0		15,740 18.9		19.1*	18.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					28 17.3	19.7	26 17.6	17.9	31 20.1	21.9	28 18.6	19.3	31 19.3	30 *	31 *	31 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					19,660 23.6				22,320 26.8							
	CBS TV							WALT DISNEY THE WORLD'S GREATEST ATHLETE PART 2(OP)						CBS TUESDAY NIGHT MOVIES KENTUCKY WOMAN			
	AVERAGE AUDIENCE (Households (000) & %)					13,990 16.8	15.9*			16,080 19.3	17.8*				20.2*		19.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 15.6	24 *			30 17.4	26 *			29 *	32 *	33 *	33 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					18,580 22.3								12,580 15.1			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					9,500 11.4	11.1*		11.2*		11.4*			9,500 11.4	11.3*		11.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					17 11.7	17 *		17 *		17 *			18 *	18 *	19 *	19 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,580 19.9		16,990 20.4		21,740 26.1		17,030 21.4		19,410 23.3			
	ABC TV					HAPPY DAYS		LAVERNE & SHIRLEY		THREE'S COMPANY		9 TO 5 (OP)		HART TO HART			
	AVERAGE AUDIENCE (Households (000) & %)					14,660 17.6		15,660 18.8		19,580 23.5		16,240 19.5		16,160 19.4	19.5*		19.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					26 16.8	18.5	27 18.2	19.4	34 23.4	23.6	29 19.7	19.3	32 19.5	32 *	33 *	33 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,740 18.9				21,570 25.9							
	CBS TV							WALT DISNEY FERDINAND THE BULL AND MICKEY (OP)						CBS TUESDAY NIGHT MOVIES ILLUSIONS			
	AVERAGE AUDIENCE (Households (000) & %)					11,410 13.7	13.8*		13.6*	14,830 17.8	15.2*		17.5*		19.4*		19.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 14.3	20 *		20 *	28 14.4	22 *		26 *		31 *	33 *	33 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,910 16.7				15,910 19.1				12,250 14.7			
	NBC TV							RETURN OF DOBERMAN GANG (R)(OP)									
	AVERAGE AUDIENCE (Households (000) & %)					10,910 13.1	12.8*		13.4*	11,660 14.0	13.4*		14.5*	10,000 12.0	12.2*		11.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					19 12.7	19 *		20 *	21 13.1	20 *		22 *	20	20 *	20 *	20 *
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	63.3	64.4	64.2	65.4	65.4	66.9	66.9	67.6	67.7	68.1	67.3	66.4	63.3	62.2	60.6
		WK. 2	63.7	64.6	65.3	66.9	67.6	67.6	68.3	69.1	67.9	68.4	66.5	66.1	62.9	61.0	59.3

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.TUE. JAN.18, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. JAN.12, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					16,410 19.7				20,240 24.3				22,410 26.9				
	ABC TV					GOLD MONKEY				FALL GUY (OP)				DYNASTY				
	AVERAGE AUDIENCE (Households (000) & %)					12,660 15.2	15.1*		15.3*	16,410 19.7	18.7*		20.6*	19,080 22.9	22.9*		22.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					22 15.0	22 *		23 *	29 18.1	28 *		30 *	37 22.6	36 *		37 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					15,490 18.6				18,910 22.7								
	CBS TV					SEVEN BRIDES/SEVEN BROS. (OP)				CBS WEDNESDAY NIGHT MOVIE AN INVASION OF PRIVACY								
	AVERAGE AUDIENCE (Households (000) & %)					12,000 14.4	14.6*		14.1*	11,830 14.2	13.8*		14.7*		14.3*		14.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					21 14.7	21 *		21 *	22 13.5	21 *		22 *		22 *		23 *	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)					18,830 22.6				15,080 18.1		13,160 15.8		14,490 17.4				
	NBC TV					REAL PEOPLE (OP)				FACTS OF LIFE		FAMILY TIES (OP)		QUINCY, M.E.				
	AVERAGE AUDIENCE (Households (000) & %)					14,990 18.0	17.8*		18.2*	13,580 16.3		12,080 14.5		11,500 13.8	13.7*		13.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					27 16.9	26 *		27 *	24 16.3		21 14.7		22 13.6	22 *		23 *	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)					16,740 20.1				21,740 26.1				21,570 25.9				
	ABC TV					GOLD MONKEY				FALL GUY (OP)				DYNASTY				
	AVERAGE AUDIENCE (Households (000) & %)					12,740 15.3	14.6*		16.1*	16,990 20.4	20.0*		20.8*	18,240 21.9	21.8*		22.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					23 14.1	22 *		24 *	30 19.9	29 *		31 *	35 21.7	34 *		36 *	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)					20,410 24.5				19,830 23.8								
	CBS TV					ANNE MURRAY'S CRUISE (OP)				CBS WEDNESDAY NIGHT MOVIE ANOTHER WOMAN'S CHILD								
	AVERAGE AUDIENCE (Households (000) & %)					14,910 17.9	18.1*		17.6*	13,160 15.8	15.1*		16.7*		16.0*		15.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					27 18.4	27 *		26 *	24 15.2	22 *		25 *		25 *		25 *	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)					20,240 24.3				16,160 19.4		12,990 15.6		15,330 18.4				
	NBC TV					REAL PEOPLE (OP)				FACTS OF LIFE		FAMILY TIES (SUS-OP)		QUINCY, M.E.				
	AVERAGE AUDIENCE (Households (000) & %)					15,830 19.0	18.3*		19.7*	14,410 17.3		12,160 14.6		11,830 14.2	13.9*		14.5*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					28 17.4	27 *		29 *	25 17.0		22 14.8		23 13.8	22 *		24 *	
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	63.6	65.5	67.0	67.5	67.9	68.0	67.7	67.9	66.2	67.4	68.2	67.2	63.8	63.4	61.9	60.6
		WK 2	62.7	64.6	65.3	66.2	66.3	66.9	67.4	68.5	68.2	68.8	67.6	67.5	64.6	63.0	61.7	60.4

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.WED. JAN.19, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. JAN.13, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)						16,160 19.4						13,910 16.7		14,830 17.8		19,830 23.8																			
	ABC TV						← GREATEST AMERICAN HERO →						TOO CLOSE FOR COMFORT		IT TAKES TWO (OP)		← 20/20 →																			
	AVERAGE AUDIENCE (Households (000) & %)						12,500 15.0		14.5*				15.5* 23 *		12,660 15.2		13,080 15.7		14,660 17.6																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 13.9		22 *		15.3		15.8		23 14.9		15.4		24 15.4		29 19.3															
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						22,660 27.2						21,910 26.3				18,740 22.5																			
	CBS TV						← MAGNUM, P.I. (R)(OP) →						← SIMON & SIMON →				← KNOTS LANDING →																			
	AVERAGE AUDIENCE (Households (000) & %)						18,080 21.7		21.1*				22.3* 33 *		17,910 21.5		20.8*		22.2* 34 *		15,410 18.5															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						32 20.5		31 *		22.2		22.4		32 20.8		31 *		20.8		22.0															
WEEK 3	TOTAL AUDIENCE (Households (000) & %)						14,330 17.2						13,910 16.7		12,330 14.8		17,160 20.6																			
	NBC TV						← FAME (OP) →						GIMME A BREAK		CHEERS (SUS-OP)		← HILL STREET BLUES (R) →																			
	AVERAGE AUDIENCE (Households (000) & %)						11,330 13.6		13.2*				13.9* 20 *		12,330 14.8		11,000 13.2		13,740 16.5																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						20 12.4		20 *		14.1		13.7		22 14.4		15.1		13.3		13.1															
WEEK 4	TOTAL AUDIENCE (Households (000) & %)						14,580 17.5						12,330 14.8		12,080 14.5		17,990 21.6																			
	ABC TV						← GREATEST AMERICAN HERO →						TOO CLOSE FOR COMFORT		IT TAKES TWO (OP)		← 20/20 →																			
	AVERAGE AUDIENCE (Households (000) & %)						10,330 12.4		12.2*				12.6* 18 *		10,830 13.0		11,160 13.4		13,330 16.0																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						18 12.5		18 *		12.2		13.0		19 12.8		20 13.3		20 13.1		27 16.3															
WEEK 5	TOTAL AUDIENCE (Households (000) & %)						26,740 32.1						10,250 12.3				CBS REPORTS THE BASKETBALL MACHINE																			
	CBS TV						← SIMON & SIMON (OP) →						← CBS REPORTS THE BASKETBALL MACHINE →																							
	AVERAGE AUDIENCE (Households (000) & %)						18,240 21.9		19.4*				21.4* 31 *		23.1* 34 *		23.8* 35 *		6,250 7.5																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						32 18.9		29 *		20.9		21.9		23.2		23.1		24.1		23.5															
WEEK 6	TOTAL AUDIENCE (Households (000) & %)						16,740 20.1						14,080 16.9		14,160 17.0		25,660 30.8																			
	NBC TV						← FAME (OP) →						GIMME A BREAK		CHEERS (OP)		← HILL STREET BLUES →																			
	AVERAGE AUDIENCE (Households (000) & %)						13,160 15.8		15.6*				16.1* 23 *		12,160 14.6		12,410 14.9		20,990 25.2																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						23 15.0		23 *		16.4		15.8		22 14.3		22 14.9		14.5		15.3															
TV HOUSEHOLDS USING TV (See Def. 1)																				WK. 1	62.9	65.4	66.1	67.0	67.1	67.4	68.2	68.5	67.0	66.4	65.9	66.3	64.0	61.8	59.6	56.7
																				WK. 2	64.8	65.7	65.2	65.8	66.5	67.4	69.0	68.8	67.8	67.9	67.6	67.7	62.5	60.1	58.5	55.6

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.THU. JAN.20, 1983



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. JAN.14, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,740 20.1		15,660 18.8		17,330 20.8								
	ABC TV					BENSON		NEW ODD COUPLE		ABC FRIDAY NIGHT MOVIE THE ISLAND (OP)								
	AVERAGE AUDIENCE (Households (000) & %)					14,580 17.5		14,080 16.9		9,910 11.9	11.1*		10.7*		12.9*		13.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 16.2	18.7	27 16.9	17.0	19 11.8	17* 10.4		16* 10.6		21* 13.1	12.6	23* 12.9	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					20,240 24.3				25,320 30.4				21,740 26.1				
	CBS TV					DUKES OF HAZZARD (R)(OP)				DALLAS				FALCON CREST				
	AVERAGE AUDIENCE (Households (000) & %)					15,330 18.4	17.3*		19.5*	22,160 26.6	26.1*		27.1*		18,910 22.7	23.3*	22.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 17.1	28* 17.5		31* 19.0	41 25.0	41* 27.1		42* 26.8		38 23.5	38* 23.2	38* 22.5	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					12,580 15.1				15,910 19.1				14,490 17.4				
	NBC TV					POWERS OF MATTHEW STAR (R)(OP)				KNIGHT RIDER (OP)				REMINGTON STEELE				
	AVERAGE AUDIENCE (Households (000) & %)					8,830 10.6	10.1*		11.2*	13,490 16.2	15.8*		16.6*		11,500 13.8	14.3*	13.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 10.2	16* 10.1		18* 10.8	25 15.3	25* 16.3		25* 16.5		23 14.8	23* 13.8	23* 13.5	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)					15,240 18.3				13,740 16.5				17,240 20.7				
	ABC TV					BENSON		NEW ODD COUPLE		ABC FRIDAY NIGHT MOVIE ALLIGATOR(R) (OP)								
	AVERAGE AUDIENCE (Households (000) & %)					13,580 16.3		12,250 14.7		9,830 11.8	10.7*		10.4*		12.6*		13.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 15.5	17.0	23 14.9	14.6	19 11.1	16* 10.3		16* 10.0		21* 12.4	23* 12.8	23* 13.0	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					19,660 23.6				22,570 27.1				21,240 25.5				
	CBS TV					DUKES OF HAZZARD (OP)				KNOTS LANDING(B)				FALCON CREST				
	AVERAGE AUDIENCE (Households (000) & %)					15,660 18.8	18.0*		19.6*	19,080 22.9	22.1*		23.7*		18,240 21.9	22.0*	21.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 17.6	28* 18.4		30* 19.4	35 21.5	34* 22.6		36* 23.6		37 22.0	36* 22.1	37* 22.0	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					13,740 16.5				18,910 22.7				14,490 17.4				
	NBC TV					POWERS OF MATTHEW STAR (OP)				KNIGHT RIDER (SUS-OP)				REMINGTON STEELE				
	AVERAGE AUDIENCE (Households (000) & %)					10,330 12.4	11.5*		13.2*	15,490 18.6	17.9*		19.3*		12,250 14.7	14.9*	14.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 11.6	18* 11.4		20* 12.7	28 17.3	27* 18.5		30* 19.5		25 15.0	25* 14.8	25* 14.7	
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	58.6	60.7	60.3	60.7	61.0	63.1	63.0	63.5	64.2	64.6	65.0	65.3	62.2	60.2	58.5	56.5
		WK 2	60.0	61.0	61.6	61.8	63.2	64.2	64.4	65.3	65.0	65.6	65.8	64.6	60.9	60.3	59.3	58.6

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

EVE.FRI. JAN.21, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. JAN. 15, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					17,330 20.8				23,320 28.0				18,910 22.7			
	ABC TV					T.J. HOOKER (OP)				LOVE BOAT (OP)				FANTASY ISLAND			
	AVERAGE AUDIENCE (Households (000) & %)					13,330 16.0	14.9*		17.1*	18,740 22.5	21.7*		23.4*	15,080 18.1	18.3*		18.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					26 14.2	24* 15.6		27* 16.7	36 20.8	34* 22.6		37* 23.3	32 18.1	31* 18.5		32* 18.2
E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,830 16.6				28,660 34.4							
	CBS TV					BRING 'EM BACK ALIVE (OP)				CBS SAT. NIGHT MOVIE HOOPER(R) (9:00-11:30PM)							
	AVERAGE AUDIENCE (Households (000) & %)					9,830 11.8	11.3*		12.3*	16,240 19.5	18.1*		19.2*		20.0*		20.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					19 11.8	19* 10.9		20* 11.8	34 17.3	29* 18.8		31* 19.2		34* 19.8		36* 20.1
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,330 17.2		13,160 15.8		18,330 22.0							
	NBC TV					DIFF'RENT STROKES-SAT.				SILVER SPOONS (OP)				HULA BOWL EAST VS WEST (9:00-12:24M)			
	AVERAGE AUDIENCE (Households (000) & %)					12,410 14.9		11,750 14.1		7,080 8.5	9.3*		8.7*		9.3*		8.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 14.1		23 13.8		15 9.8	15* 8.9		14* 9.0		16* 9.3		15* 8.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,830 21.4				22,160 26.6				18,740 22.5			
	ABC TV					T.J. HOOKER (OP)				LOVE BOAT (OP)				FANTASY ISLAND			
	AVERAGE AUDIENCE (Households (000) & %)					14,240 17.1	16.2*		17.9*	17,740 21.3	20.1*		22.5*	14,830 17.8	17.8*		17.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					27 15.4	26* 16.9		28* 18.0	33 19.4	31* 20.8		36* 22.5	31 17.8	30* 17.8		31* 17.9
E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,830 15.4				17,740 21.3							
	CBS TV					BRING 'EM BACK ALIVE (OP)				CBS SAT. NIGHT MOVIE UNCOMMON VALOR							
	AVERAGE AUDIENCE (Households (000) & %)					9,000 10.8	10.7*		11.0*	11,410 13.7	11.7*		12.9*		15.0*		15.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					17 11.1	17* 10.3		17* 10.7	22 11.7	18* 11.7		20* 12.7		26* 14.9		27* 15.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,830 20.2		16,740 20.1		17,830 21.4		11,830 14.2		10,750 12.9			
	NBC TV					DIFF'RENT STROKES-SAT.				SILVER SPOONS (OP)				MAMA'S FAMILY TAXI (OP)			
	AVERAGE AUDIENCE (Households (000) & %)					14,910 17.9		15,530 18.4		15,490 18.6		10,750 12.9		8,410 10.1	10.2*		10.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					28 17.1		29 18.7		28 18.3		20 19.0		18 13.3	17* 12.5		18* 10.0
TV HOUSEHOLDS USING TV WK. 1		61.2	60.5	59.5	59.7	60.2	61.6	62.1	63.0	62.6	63.3	62.9	62.4	59.6	57.9	55.8	55.4
(See Def. 1)		60.2	60.1	60.5	61.2	62.9	63.6	64.0	64.5	65.4	65.5	63.9	62.3	59.2	57.9	56.6	56.6

U.S. TV Households: 83,300,000

(1) SUPER BOWL TOURN. RD. 2-SA, NEW YORK JETS VS LOS ANGELES RAIDERS, NBC, (4:00-7:07PM) (5)

A-13 (2) CBS NCAA BSKTBL REG'L-SAT, VARIOUS TEAMS AND TIMES, CBS, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

EVE. SAT. JAN. 22, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JAN.15, 1983

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,080 6.1														
	ABC TV		ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)	{	4,910 5.9														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	12 5.9														
K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV		CBS SAT. NIGHT MOVIE HOOPER(R) (9:00-11:30PM)														
	AVERAGE AUDIENCE (Households (000) & %)	{		20.2*													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		40 *													
K 1	TOTAL AUDIENCE (Households (000) & %)	{							6,500 7.8								
	NBC TV		HULA BOWL EAST VS WEST (9:00-12:12AM)														
	AVERAGE AUDIENCE (Households (000) & %)	{		7.7*		7.6*			3,920 4.7		4.7*		4.6*				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	7.6	14 *	7.8	17 *	7.4	7.4	19 5.2	4.9	18 *	4.4	22 *	4.4	3.9		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,250 5.1														
	ABC TV		ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)	{	4,080 4.9														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	10 4.9														
K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%															
K 2	TOTAL AUDIENCE (Households (000) & %)	{			12,000 14.4												
	NBC TV				SATURDAY NIGHT (11:30-12:51AM) (SUSTAINING 12:51-1:00AM)												
	AVERAGE AUDIENCE (Households (000) & %)	{			6,830 8.2		9.6*		8.1*		6.4*						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			23 9.5		23 *		23 *		22 *						
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	52.7	48.9	41.5	37.4	33.4	31.2	28.9	26.8	25.0	23.0	20.4	18.7	16.5	15.0	12.6
		WK 2	53.2	48.3	42.6	39.5	36.0	33.2	29.5	27.2	24.2	21.9	18.7	16.2	14.9	13.8	10.8

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

EVE.SAT. JAN.22, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JAN.16, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 13,330 16.0				{ 17,830 21.4				{ 25,070 30.1							
	ABC TV	RIPLEY'S BELIEVE IT-NOT (OP)				MATT HOUSTON (OP)				CELEBRITY DAREDEVILS							
	AVERAGE AUDIENCE (Households (000) & %)	{ 9,330 11.2				{ 13,580 16.3				{ 15,240 18.3							
	SHARE OF AUDIENCE %	17	10.1*		12.2*	16.3	14.9*		17.8*	19.1*		18.8*		18.4*		16.9*	
W E E K 2	AVG. AUD. BY 1/4 HR.	8.8	11.5	12.0	12.4	14.3	15.4	17.6	18.0	19.0	19.3	18.7	18.8	18.9	17.8	17.7	16.2
	TOTAL AUDIENCE (Households (000) & %)	{ 27,820 33.4		{ 35,240 42.3				{ 19,410 23.3		{ 19,830 23.8		{ 20,330 24.4		{ 21,410 25.7		{ 21,990 26.4	
	CBS TV	(1) (-OP)	(2) (OP)	60 MINUTES				ARCHIE BUNKER'S PLACE		GLORIA (OP)		JEFFERSONS		ALICE SPECIAL		TRAPPER JOHN, M.D. (10:30-11:30PM)	
	AVERAGE AUDIENCE (Households (000) & %)		28,070	27,410				17,580		18,240		18,910		19,240		17,080	
W E E K 3	SHARE OF AUDIENCE %		33.7	32.9	34.1*		31.8*	21.1		21.9		22.7		23.1		20.5	21.0*
	AVG. AUD. BY 1/4 HR.	40.2	33.7	34.4	33.9	32.9	30.6	21.2	21.0	21.6	22.2	22.1	23.3	22.9	23.3	20.8	21.1
	TOTAL AUDIENCE (Households (000) & %)	{ 12,660 15.2				{ 16,660 20.0				{ 19,990 24.0							
	NBC TV	VOYAGERS				CHIPS (OP)				NBC SUNDAY NIGHT MOVIE YOUNG FRANKENSTEIN(R) (OP)							
W E E K 4	AVERAGE AUDIENCE (Households (000) & %)	{ 9,000 10.8				{ 13,080 15.7				{ 13,080 15.7							
	SHARE OF AUDIENCE %	16	9.2*		12.3*	14.1*		17.2*		15.6*		16.3*		16.1*		14.9*	
	AVG. AUD. BY 1/4 HR.	8.2	10.2	11.8	12.8	13.2	15.1	17.4	17.0	15.7	15.5	16.2	16.5	16.8	15.5	15.0	14.7
	TOTAL AUDIENCE (Households (000) & %)	{ 15,660 18.8				{ 18,240 21.9				{ 22,570 27.1							
W E E K 5	ABC TV	RIPLEY'S BELIEVE IT-NOT				MATT HOUSTON (OP)				ABC SUNDAY NIGHT MOVIE MALIBU, PART 1 (OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 11,660 14.0				{ 15,160 18.2				{ 15,490 18.6							
	SHARE OF AUDIENCE %	21	13.0*		15.1*	17.2*		19.2*		19.2*		19.7*		18.4*		17.4*	
	AVG. AUD. BY 1/4 HR.	12.5	13.4	14.8	15.4	16.9	17.6	18.7	19.6	19.0	19.3	19.8	19.6	18.9	17.9	17.7	17.1
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 28,490 34.2				{ 17,990 21.6		{ 17,160 20.6		{ 18,660 22.4		{ 17,910 21.5		{ 18,740 22.5			
	CBS TV	60 MINUTES				ARCHIE BUNKER'S PLACE		GLORIA (OP)		JEFFERSONS		ONE DAY AT A TIME		TRAPPER JOHN, M.D.			
	AVERAGE AUDIENCE (Households (000) & %)	{ 22,910 27.5				{ 16,410 19.7		{ 16,240 19.5		{ 16,410 19.7		{ 16,910 20.3		{ 15,490 18.6			
	SHARE OF AUDIENCE %	41	27.0*		28.0*	19.7		19.5		19.7		20.3		18.6		18.6*	18.6*
W E E K 7	AVG. AUD. BY 1/4 HR.	26.1	27.9	28.1	28.0	19.7	19.7	19.4	19.5	18.9	20.4	20.0	20.7	18.6	18.5	18.5	18.6
	TOTAL AUDIENCE (Households (000) & %)	{ 12,990 15.6				{ 17,160 20.6				{ 26,240 31.5							
	NBC TV	VOYAGERS (R)				CHIPS (OP)				NBC SUNDAY NIGHT MOVIE THE A TEAM							
	AVERAGE AUDIENCE (Households (000) & %)	{ 9,000 10.8				{ 14,080 16.9				{ 19,160 23.0							
W E E K 8	SHARE OF AUDIENCE %	16	9.4*		12.1*	16.5*		17.4*		22.1*		23.5*		23.7*		22.6*	
	AVG. AUD. BY 1/4 HR.	9.1	9.8	11.5	12.7	16.2	16.8	17.4	17.3	21.7	22.4	23.4	23.6	23.9	23.5	23.4	21.8
	TV HOUSEHOLDS (USING TV WK. 1 (See Def. 1) WK. 2)	67.0 64.5	66.8 66.4	67.3 67.8	67.6 68.7	67.7 68.4	68.6 69.8	67.7 70.5	68.2 70.9	68.5 69.9	68.4 70.4	67.3 69.6	66.5 68.6	64.6 66.2	62.1 64.6	58.4 63.0	56.2 60.6

U.S. TV Households: 83,300,000

(1) CBS NFL PLAYOFF GAME-SUN., GREEN BAY VS DALLAS, CS, (4:00-7:18PM)(S)

A-17 (2) CBS NFL PLAYOFF POST-SUN., CBS, (7:18-7:30PM)(S)

For explanation of symbols, See page A.

EVE.SUN. JAN.23, 1983



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JAN.16, 1983

NATIONAL TV AUDIENCE ESTIMATE																		
TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,080 4.9															
	ABC TV		ABC WEEKEND REPORT- SUN.															
	AVERAGE AUDIENCE (Households (000) & %)	{	3,920 4.7															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	10 4.7															
E K 1	TOTAL AUDIENCE (Households (000) & %)	{			5,000 6.0										420 .5			
	CBS TV		TRAPPER JOHN, M.D. (10:30-11:30PM)		CBS SUNDAY NEWS- OSGOOD										CBS NIGHTWATCH-1- SUN(B)			
	AVERAGE AUDIENCE (Households (000) & %)	{		20.1*	4,830 5.8										420 .5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		41 *	16 5.8										.5 .5		.5	
E K 2	TOTAL AUDIENCE (Households (000) & %)	{			1,500 1.8													
	NBC TV				NBC LATE NIGHT MOVIE F.D.R. THE LAST YEAR (11:30-12:39AM) (SUSTAINING 12:39-2:30AM)													
	AVERAGE AUDIENCE (Households (000) & %)	{			1,000 1.2		1.4*		1.2*									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			4 1.4		4 *		5 *		1.3	1.2	.8					
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,170 5.0															
	ABC TV		ABC WEEKEND REPORT- SUN.															
	AVERAGE AUDIENCE (Households (000) & %)	{	4,080 4.9															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	10 4.9															
E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,580 6.7															
	CBS TV		CBS SUNDAY NEWS- OSGOOD															
	AVERAGE AUDIENCE (Households (000) & %)	{	5,250 6.3															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	13 6.3															
E K 2	TOTAL AUDIENCE (Households (000) & %)	{			2,750 3.3													
	NBC TV				NBC LATE NIGHT MOVIE SECRETS OF THE BERMUDA TRIANGLE (11:30-12:44AM) (SUSTAINING 12:44-1:30AM)													
	AVERAGE AUDIENCE (Households (000) & %)	{			1,670 2.0		2.0*		2.1*									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			7 2.0		6 *		8 *		2.0	2.1	1.9					
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	49.6	44.6	35.6	31.0	26.7	23.8	21.2	19.0	16.2	14.5	13.0	11.3	10.2	9.5	8.4	7.0
		WK. 2	50.5	43.9	35.5	30.3	26.5	24.5	21.2	19.3	17.8	15.9	13.4	11.5	9.6	8.1	6.8	5.9

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.SUN. JAN.23, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 10-14, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)			5,580 6.7			5,750 6.9										
	ABC TV	GOOD MORNING, AMERICA-730 (CO-OP)		(PARTICIPATING)	GOOD MORNING, AMERICA-830 (CO-OP)		(PARTICIPATING)										
	AVERAGE AUDIENCE (Households (000) & %)			4,330 5.2			4,660 5.6										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			28 5.0			27 5.6										
E E K 2	TOTAL AUDIENCE (Households (000) & %)			3,330 4.0			3,500 4.2					4,250 5.1			4,410 5.3		
	CBS TV	CBS MORNING NEWS 1			CBS MORNING NEWS 2							\$25,000 PYRAMID			CHILD'S PLAY		
	AVERAGE AUDIENCE (Households (000) & %)			2,750 3.3			2,750 3.3					3,580 4.3			3,670 4.4		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			17 3.2			16 3.3					20 4.0			20 4.3		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			4,080 4.9			4,250 5.1					3,580 4.3			4,170 5.0		
	NBC TV	TODAY SHOW-7.30AM (CO-OP)		(PARTICIPATING)	TODAY SHOW-8.30AM (CO-OP)		(PARTICIPATING)					FACTS OF LIFE M-F			SALE OF THE CENTURY		
	AVERAGE AUDIENCE (Households (000) & %)			3,250 3.9			3,420 4.1					3,000 3.6			3,580 4.3		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			21 3.8			20 4.2					17 3.3			20 4.1		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			6,080 7.3			6,250 7.5										
	ABC TV	GOOD MORNING, AMERICA-730 (CO-OP)		(PARTICIPATING)	GOOD MORNING, AMERICA-830 (CO-OP)		(PARTICIPATING)										
	AVERAGE AUDIENCE (Households (000) & %)			4,750 5.7			5,000 6.0										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			29 5.5			28 5.9										
E E K 2	TOTAL AUDIENCE (Households (000) & %)			3,830 4.6			4,080 4.9					4,750 5.7			4,500 5.4		
	CBS TV	CBS MORNING NEWS 1			CBS MORNING NEWS 2							\$25,000 PYRAMID			CHILD'S PLAY		
	AVERAGE AUDIENCE (Households (000) & %)			3,170 3.8			3,330 4.0					4,080 4.9			3,830 4.6		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			19 3.8			18 3.9					21 4.7			19 4.6		
E E K 2	TOTAL AUDIENCE (Households (000) & %)			4,250 5.1			4,080 4.9					4,080 4.9			4,660 5.6		
	NBC TV	TODAY SHOW-7.30AM (CO-OP)		(PARTICIPATING)	TODAY SHOW-8.30AM (CO-OP)		(PARTICIPATING)					FACTS OF LIFE M-F			SALE OF THE CENTURY		
	AVERAGE AUDIENCE (Households (000) & %)			3,420 4.1			3,330 4.0					3,420 4.1			4,000 4.8		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			21 4.0			18 4.1					17 3.9			20 4.4		
TV HOUSEHOLDS USING TV WK 1		10.0	13.3	15.5	17.3	18.4	19.7	19.9	20.0	20.2	20.9	21.3	22.0	21.4	22.2	21.9	22.1
(See Def. 1) WK 2		10.0	13.6	15.8	17.8	19.3	20.5	20.9	21.1	21.5	22.3	22.6	23.5	23.6	24.1	24.2	24.7

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. JAN. 17-21, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 10-14, 1983

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,500 6.6				5,080 6.1		5,660 6.8		10,660 12.8				9,660 11.6			
	ABC TV		LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN >(OP)(SUS-OP)				ONE LIFE TO LIVE			
	AVERAGE AUDIENCE (Households (000) & %)	{	4,080 4.9	4.7*		5.1*	4,330 5.2		4,580 5.5		8,660 10.4			11.2*	7,580 9.1	9.1*		9.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	21 4.5	21*	5.0	21*	20 5.2	5.5	21 5.3	5.8	34 9.2	32*	11.0	36*	32 9.2	31*	8.8	32* 9.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,080 8.5		8,750 10.5				9,250 11.1				7,660 9.2				5,160 6.2	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS				AS THE WORLD TURNS >(SUS-OP)				CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,080 7.3		7,500 9.0				7,080 8.5	8.2*			6,330 7.6	7.4*		7.8*	4,830 5.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	32 6.9		37 7.8				32 8.1	32*		8.7*	30 7.4	24*	7.8	33*	21 5.9	5.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,160 6.2		3,250 3.9		2,330 2.8		2,670 3.2		5,830 7.0				4,830 5.8			
	NBC TV		WHEEL OF FORTUNE		HIT MAN		JUST MEN		SEARCH FOR TOMORROW		DAYS OF OUR LIVES >(SUS-OP)				ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	{	4,330 5.2		2,670 3.2		1,920 2.3		2,170 2.6		4,410 5.3	5.1*		5.6*	3,500 4.2	4.2*		4.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	23 5.3	5.2	13 3.3	3.2	9 2.2	2.4	10 2.6	2.6	20 5.0	21*	5.5	18*	15 4.2	14*	4.3	15* 4.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,500 7.8				5,910 7.1		6,330 7.6		11,330 13.6				9,330 11.2			
	ABC TV		LOVE BOAT DAYTIME >(MTUWF)(SUS-OP)				FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,000 6.0	5.8*		6.3*	5,000 6.0		5,330 6.4		8,830 10.6	10.0*		11.2*	7,250 8.7	8.6*		8.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	24 5.2	23*	6.1	24*	21 5.8	6.2	22 6.3	6.5	33 9.6	31*	11.2	34*	29 8.6	28*	8.9	30* 9.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,660 8.0		8,410 10.1				9,910 11.9				8,330 10.0				6,080 7.3	
	CBS TV		PRICE IS RIGHT 1 (MTUWF)(SUS-OP)		PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,580 6.7		7,250 8.7				7,330 8.8	8.6*			6,830 8.2	7.9*		8.6*	5,660 6.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	27 6.3		34 8.3	9.1			31 8.6	31*		9.1*	26 7.8	24*	8.5	28*	23 6.7	6.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,000 7.2		3,330 4.0		2,330 2.8		3,000 3.6		6,000 7.2				5,160 6.2			
	NBC TV		WHEEL OF FORTUNE (MTUWF)(SUS-OP)		HIT MAN		JUST MEN		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,250 6.3		3,000 3.6		1,920 2.3		2,330 2.8		4,580 5.5	5.3*		5.7*	4,000 4.8	4.7*		4.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	25 6.4	6.1	14 3.6	3.6	8 2.2	2.4	10 2.7	2.8	17 5.2	17*	5.6	18*	16 4.7	15*	4.8	16* 4.8
TV HOUSEHOLDS USING TV		WK 1	22.8	23.9	24.2	25.1	26.3	27.8	27.2	27.8	28.8	29.8	30.0	30.2	29.1	28.9	27.5	28.3
(See Def. 1)		WK 2	24.5	25.2	25.5	26.7	28.7	30.3	29.8	30.4	31.4	32.1	31.8	32.0	30.8	31.1	30.1	31.0

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. JAN. 17-21, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 10-14, 1983

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 10,910 13.1				3,500 4.2										12,160 14.6	
	ABC TV	GENERAL HOSPITAL				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,750 10.5	10.1*		10.8*	3,000 3.6										10,830 13.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 34 9.7	34 *	10.8	33 *	11 3.8	3.5									21 12.7	13.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,750 9.3				3,420 4.1										14,910 17.9	
	CBS TV	GUIDING LIGHT (OP)				TATTLETALES										CBS EVENING NEWS-RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,160 7.4	7.1*		7.7*	2,920 3.5										13,410 16.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 24 6.9	24 *	7.6	24 *	10 3.3	3.6									26 16.0	16.3
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 4,410 5.3														11,660 14.0	
	NBC TV	FANTASY														NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,000 3.6	3.4*		3.8*											10,080 12.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 12 3.3	12 *	3.8	12 *											20 11.8	12.5
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 10,500 12.6				3,920 4.7										12,000 14.4	
	ABC TV	GENERAL HOSPITAL				EDGE OF NIGHT		(S)(OP)								ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,660 10.4	10.1*		10.6*	3,420 4.1										10,750 12.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 31 9.8	31 *	10.7	30 *	11 4.1	4.1									21 12.6	13.0
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 8,580 10.3				3,670 4.4										14,910 17.9	
	CBS TV	GUIDING LIGHT (OP)				TATTLETALES										CBS EVENING NEWS-RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,910 8.3	8.1*		8.5*	3,000 3.6										13,410 16.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 25 8.0	25 *	8.5	24 *	10 3.5	3.7									26 16.0	16.1
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 4,750 5.7														11,910 14.3	
	NBC TV	FANTASY														NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,420 4.1	4.1*		4.2*											10,500 12.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 12 4.0	13 *	4.1	12 *											21 12.4	12.8
TV HOUSEHOLDS USING TV		WK. 1	29.2	30.9	32.5	34.3	34.4	36.2	37.4	40.4	43.2	46.0	47.8	51.1	54.5	57.4	59.7
(See Def. 1)		WK. 2	32.3	33.8	35.0	36.5	36.9	38.7	40.4	42.9	46.1	48.8	50.5	53.0	56.5	59.2	60.6
U.S. TV Households: 83,300,000																	61.2
																	61.4

For explanation of symbols, See page A.

DAY MON.-FRI. JAN. 17-21, 1983



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN. 15, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					2,920 3.5		5,750 6.9		5,500 6.6		6,500 7.8		5,410 6.5		7,250 8.7	
	ABC TV						SUPERFRIENDS (OP)		PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2		PAC-MAN/RASCALS/ RICHIE-3		SCOOBY DOO/PUPPY HOUR-1		SCOOBY DOO/PUPPY HOUR-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,250 2.7		4,580 5.5		4,910 5.9		5,410 6.5		4,500 5.4		5,910 7.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					21 2.2	3.3	30 4.9	6.0	25 6.1	5.7	25 6.6	6.4	20 5.3	5.4	24 6.9	7.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	1,170 1.4				1,580 1.9		2,170 2.6		3,500 4.2		6,250 7.5				8,910 10.7	
	CBS TV		← CAPTAIN KANGAROO-SAT →				SPEED BUGGY (OP)		PANDAMONIUM (OP)		GILLIGAN'S PLANET (OP)		← BUGS BUNNY/ROAD RUNNER 1 →				BUGS BUNNY/ROAD RUNNER 2 (10:30-11:30AM) (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{	580 .7				1,080 1.3		1,580 1.9		2,830 3.4		3,750 4.5				5,580 6.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	10 .6	10 *		11 *	10 .9	1.6	10 1.7	2.0	14 3.1	15 *	17 3.4	15 *	19 *	21 5.4	21 *	21 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					4,170 5.0		5,750 6.9		8,660 10.4		9,750 11.7		9,750 11.7		7,410 8.9	
	NBC TV						FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I		SMURFS II		SMURFS III (OP)		GARY COLEMAN SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					3,250 3.9		4,830 5.8		7,580 9.1		8,410 10.1		8,250 9.9		6,410 7.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					30 3.3	4.5	31 5.3	6.2	39 8.4	9.8	39 10.3	10.0	36 10.1	9.6	25 7.7	7.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					3,250 3.9		5,410 6.5		7,580 9.1		7,500 9.0		7,500 9.0		8,580 10.3	
	ABC TV						SUPERFRIENDS (OP)		PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2		PAC-MAN/RASCALS/ RICHIE-3		SCOOBY DOO/PUPPY HOUR-1		SCOOBY DOO/PUPPY HOUR-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,250 2.7		4,410 5.3		6,250 7.5		6,330 7.6		6,330 7.6		7,080 8.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					21 2.1	3.3	28 4.6	6.1	33 7.4	3.9	26 7.5	7.6	26 7.5	26 7.6	26 8.7	8.4
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,080 2.5				2,750 3.3		3,830 4.6		4,250 5.1		7,830 9.4				10,080 12.1	
	CBS TV		← CAPTAIN KANGAROO-SAT →				SPEED BUGGY (OP)		PANDAMONIUM (OP)		GILLIGAN'S PLANET (OP)		← BUGS BUNNY/ROAD RUNNER 1 →				BUGS BUNNY/ROAD RUNNER 2 (10:30-11:30AM) (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{	1,250 1.5	1.1 *		1.8 *	2,080 2.5		3,170 3.8		3,080 3.7		4,500 5.4	4.9 *		5.8 *	6,410 7.7	7.4 *
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	21 1.1	19 *	1.6	20 *	20 2.3	2.8	20 3.8	3.8	17 3.6	19 *	20 4.6	19 *	20 *	24 6.3	24 7.2	23 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					3,250 3.9		5,000 6.0		6,160 7.4		7,910 9.5		7,830 9.4		6,000 7.2	
	NBC TV						FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I		SMURFS II		SMURFS III (OP)		GARY COLEMAN SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,330 2.8		4,080 4.9		5,160 6.2		6,410 7.7		6,750 8.1		4,830 5.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					22 2.4	3.3	26 4.7	5.1	28 5.6	6.8	31 7.5	7.9	28 8.2	18 8.0	18 6.0	5.7
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	6.1	7.2	8.7	10.1	12.8	15.5	18.4	20.5	23.3	25.0	26.2	27.5	28.2	29.1	30.3	31.0
		WK. 2	6.4	7.6	9.7	11.6	13.3	16.1	18.9	21.4	23.1	25.0	26.5	27.9	30.3	32.3	33.3	33.1

U.S. TV Households: 83,300,000

For explanation of symbols, see page A.

DAY SAT. JAN. 22, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN. 15, 1983

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	6,000 7.2		7,500 9.0		6,500 7.8		7,080 8.5									
	ABC TV	MORK/LAVERNE/FONZ HOUR-1		MORK/LAVERNE/FONZ HOUR-2 (OP)		ABC WEEKEND SPECIALS THE HAUNTED MANSION MYSTERY		AMERICAN BANDSTAND '83									
	AVERAGE AUDIENCE (Households (000) & %)	5,330 6.4		6,250 7.5		5,660 6.8		4,330 5.2		5.3*		5.0*					
	SHARE OF AUDIENCE %	20		22		18		13		13*		12*					
WEEK 2	AVG. AUD. BY 1/4 HR. %	6.2	6.6	7.4	7.5	6.9	6.7	5.4	5.3	4.9	5.0						
	TOTAL AUDIENCE (Households (000) & %)			4,580 5.5		11,080 13.3		29,650 35.6									
	CBS TV	BUGS BUNNY/ROAD RUNNER 2 (10:30-11:30AM) (OP)		MEATBALL & SPAGHETTI (OP)		CBS NFL PLAYOFF PRE-SAT.		CBS NFL PLAYOFF GAME-SAT. MINNESOTA VS WASHINGTON (12:30-3:31PM)									
	AVERAGE AUDIENCE (Households (000) & %)		7.2*	4.7		8,500 10.2		17,160 20.6		16.7*		19.3*		21.1*		20.7*	23.3*
WEEK 3	SHARE OF AUDIENCE %		22*	14		29		47		42*		46*		48*		46*	52*
	AVG. AUD. BY 1/4 HR. %	7.3	7.1	4.8	4.7	9.2	11.2	15.9	17.4	18.8	19.8	21.2	21.1	19.8	21.6	23.7	22.9
	TOTAL AUDIENCE (Households (000) & %)	6,080 7.3		7,330 8.8		5,250 6.3		3,170 3.8				12,740 15.3					
	NBC TV	HULK/SPIDERMAN 1		HULK/SPIDERMAN 2 (OP)		JETSONS		FLASH GORDON						NCAA BASKETBALL NORTH CAROLINA VS VIRGINIA (1:30-3:51PM)			
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)	4,910 5.9		6,580 7.9		3,920 4.7		2,920 3.5				4,250 5.1		3.4*		5.1*	3.7*
	SHARE OF AUDIENCE %	18		23		13		9				11		8*		11*	8*
	AVG. AUD. BY 1/4 HR. %	5.6	6.2	7.7	8.2	4.9	4.5	3.4	3.5			3.0	3.7	5.6	4.7	3.5	4.0
	ABC TV	MORK/LAVERNE/FONZ HOUR-1		MORK/LAVERNE/FONZ HOUR-2 (OP)		ABC WEEKEND SPECIALS THE TROUBLE WITH MISS SWITCH, PART 1		AMERICAN BANDSTAND '83									
WEEK 5	AVERAGE AUDIENCE (Households (000) & %)	5,160 6.2		6,160 7.4		5,410 6.5		4,000 4.8		4.7*		4.9*					
	SHARE OF AUDIENCE %	19		21		16		10		10*		10*					
	AVG. AUD. BY 1/4 HR. %	6.3	6.1	7.0	7.7	6.4	6.7	4.8	4.5	4.7	5.0						
	TOTAL AUDIENCE (Households (000) & %)			4,830 5.8		14,580 17.5		40,070 48.1									
WEEK 6	CBS TV	BUGS BUNNY/ROAD RUNNER 2 (10:30-11:30AM) (OP)		MEATBALL & SPAGHETTI (OP)		NFC CHAMPIONSHIP PRE-CBS		NFC CHAMPIONSHIP GAME-CBS DALLAS VS WASHINGTON (12:30-3:41PM)									
	AVERAGE AUDIENCE (Households (000) & %)		8.1*	4.7		11,580 13.9		26,990 32.4		24.1*		30.0*		32.2*		32.5*	36.9*
	SHARE OF AUDIENCE %		24*	15		35		65		53*		62*		65*		66*	71*
	AVG. AUD. BY 1/4 HR. %	8.1	8.1	4.5	4.8	11.9	15.9	22.2	26.0	29.4	30.7	32.1	32.4	30.8	34.1	36.5	37.3
WEEK 7	TOTAL AUDIENCE (Households (000) & %)	5,080 6.1		6,330 7.6		3,830 4.6		4,250 5.1						5,910 7.1			
	NBC TV	HULK/SPIDERMAN 1		HULK/SPIDERMAN 2 (OP)		JETSONS		FLASH GORDON									
	AVERAGE AUDIENCE (Households (000) & %)	4,410 5.3		5,580 6.7		3,250 3.9		3,420 4.1						1,580 1.9		1.7*	1.2*
	SHARE OF AUDIENCE %	16		19		9		9						4		3*	2*
WEEK 8	AVG. AUD. BY 1/4 HR. %	5.2	5.3	6.7	6.8	4.0	3.9	4.1	4.1					2.2	1.3	1.2	1.3
	TV HOUSEHOLDS USING TV (See Def. 1)	WK 1 31.9	33.6	34.6	35.6	36.6	38.2	41.0	41.5	41.7	43.3	44.3	45.4	45.3	45.2	45.3	45.1
		WK 2 32.9	33.6	35.1	36.4	40.3	43.8	46.1	48.0	48.2	48.2	48.7	49.1	48.3	49.8	50.6	52.3
	U.S. TV Households: 83,300,000																

For explanation of symbols, See page A.

DAY SAT. JAN. 22, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN. 15, 1983

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)										11,330 13.6							
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)										5,500 6.6	5.3*		6.7*		7.5*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %										12 5.4	10 *	6.6	12 *	7.5	13 *	7.5	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)			13,410 16.1	16,410 19.7													
	CBS TV	(1) (-OP)																
	AVERAGE AUDIENCE (Households (000) & %)			13,240 22.7*	4,750 15.9													
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			50 *	36	11	6.9*	15 *	5.0*		4.4*	9 *	5.2*	10 *	5.3	5.3*	10 *	5.4*
WEEK 3	TOTAL AUDIENCE (Households (000) & %)						31,990 38.4											
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						18,660 22.4	17.3*	21.3*									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						44	38 *	45 *									
WEEK 4	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV	(2) (-OP)																
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
WEEK 7	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
WEEK 8	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
WEEK 9	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
WEEK 10	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
WEEK 11	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
WEEK 12	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
WEEK 13	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
WEEK 14	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
WEEK 15	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
WEEK 16	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
WEEK 17	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
WEEK 18	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
WEEK 19	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
WEEK 20	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
WEEK 21	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
WEEK 22	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
WEEK 23	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
WEEK 24	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
WEEK 25	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
WEEK 26	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
WEEK 27	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
WEEK 28	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AV																	

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JAN. 16, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
TV HOUSEHOLDS USING TV WK. 1		5.0	5.4	6.8	8.4	10.8	13.3	15.4	18.5	21.6	24.3	27.0	27.9	27.5	28.5	28.9	29.5
(See Def. 1) WK. 2		5.8	6.4	7.6	8.8	11.3	14.3	15.7	18.0	21.4	23.8	26.0	27.9	29.3	31.0	31.7	32.0

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SUN. JAN. 23, 1983



# Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JAN. 16, 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

7,000  
8.4  
← THIS WEEK-DAVID BRINKLEY → DIRECTIONS  
(SUS)

W

E

E

K

1

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

4,660  
5.6  
FACE THE NATION  
6,660  
8.0  
CBS NCAA BASKETBALL  
DEPAUL VS LOUISVILLE  
(1:00-3:03PM)

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

2,000  
2.4  
MEET THE PRESS  
9,500  
11.4  
NFL '82-NBC  
33,070  
39.7  
SUPER BOWL TOURN. RD.2-SU  
SAN DIEGO VS MIAMI  
(12:30-3:39PM)

(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

← THIS WEEK-D. BRINKLEY(B) → DIRECTIONS  
(SUS)

W

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K

2

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

4,750  
5.7  
FACE THE NATION  
7,330  
8.8  
CBS NCAA BASKETBALL  
MEMPHIS STATE VS N. CAROLINA STATE  
(1:00-3:04PM)

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

3,500  
4.2  
MEET THE PRESS  
15,330  
18.4  
NFL '82-NBC  
42,480  
51.0  
AFC CHAMPIONSHIP GAME  
NEW YORK JETS VS MIAMI  
(1:00-4:25PM)

TV HOUSEHOLDS USING TV	WK. 1	30.8	31.9	32.5	33.9	35.0	36.8	38.3	39.5	41.0	43.5	45.0	45.6	46.4	46.7	46.6	47.5
(See Def. 1)	WK. 2	32.7	34.6	35.5	36.5	36.9	38.5	42.1	45.6	48.4	50.1	51.1	52.1	52.1	52.5	51.3	51.8

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SUN. JAN. 23, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JAN. 16, 1983

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			7,000 8.4														
	ABC TV			THIS WEEK-DAVID BRINKLEY				DIRECTIONS (SUS)										
	AVERAGE AUDIENCE (Households (000) & %)			4,330 5.2	4.7*			5.6*										
	SHARE OF AUDIENCE %			15	14 *			16 *										
	AVG. AUD. BY ¼ HR.			4.8	4.7	5.3		5.9										
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			4,660 5.6									6,660 8.0					
	CBS TV			FACE THE NATION										CBS NCAA BASKETBALL DEPAUL VS LOUISVILLE (1:00-3:03PM)				
	AVERAGE AUDIENCE (Households (000) & %)			3,750 4.5									2,500 3.0	2.6*	2.8*	3.6*	3.0*	
	SHARE OF AUDIENCE %			13									7	6 *	6 *	8 *	6 *	
	AVG. AUD. BY ¼ HR.			4.9	4.2									2.7	2.6	2.6	3.0	3.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			2,000 2.4			9,500 11.4			33,070 39.7								
	NBC TV			MEET THE PRESS		NFL '82-NBC								SUPER BOWL TOURN. RD.2-SU SAN DIEGO VS MIAMI (12:30-3:39PM)				
	AVERAGE AUDIENCE (Households (000) & %)			1,500 1.8			6,750 8.1			20,240 24.3	16.5*			22.1*	25.4*	26.1*	27.8*	
	SHARE OF AUDIENCE %			6			25			54	43 *			53 *	57 *	56 *	59 *	
	AVG. AUD. BY ¼ HR.			2.0	1.7	6.6		9.6	14.8	18.3	21.1	23.1	24.8	25.9	25.3	26.8	27.9	27.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			4,170 5.0														
	ABC TV			THIS WEEK-D. BRINKLEY(B)				DIRECTIONS (SUS)										
	AVERAGE AUDIENCE (Households (000) & %)			2,830 3.4	3.6*			3.3*										
	SHARE OF AUDIENCE %			9	10 *			9 *										
	AVG. AUD. BY ¼ HR.			3.5	3.6	3.3		3.2										
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			4,750 5.7									7,330 8.8					
	CBS TV			FACE THE NATION										CBS NCAA BASKETBALL MEMPHIS STATE VS N. CAROLINA STATE (1:00-3:04PM)				
	AVERAGE AUDIENCE (Households (000) & %)			3,920 4.7									2,670 3.2	3.2*	2.5*	2.7*	4.2*	
	SHARE OF AUDIENCE %			13									6	7 *	5 *	5 *	8 *	
	AVG. AUD. BY ¼ HR.			4.5	4.8									3.7	2.8	2.7	2.5	4.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					3,500 4.2			15,330 18.4			42,480 51.0						
	NBC TV					MEET THE PRESS		NFL '82-NBC						AFC CHAMPIONSHIP GAME NEW YORK JETS VS MIAMI (1:00-4:25PM)				
	AVERAGE AUDIENCE (Households (000) & %)					2,920 3.5			12,160 14.6			27,910 33.5	27.1*	32.0*	34.5*	31.9*		
	SHARE OF AUDIENCE %					10			35			62	56 *	61 *	64 *	60 *		
	AVG. AUD. BY ¼ HR.					3.4	3.7	12.2	17.0			25.0	29.2	31.1	32.9	34.2	32.8	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	30.8	31.9	32.5	33.9	35.0	36.8	38.3	39.5	41.0	43.5	45.0	45.6	46.4	46.7	46.6	47.5
		WK. 2	32.7	34.6	35.5	36.5	36.9	38.5	42.1	45.6	48.4	50.1	51.1	52.1	52.1	52.5	51.3	51.8

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SUN. JAN. 23, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JAN. 16, 1983

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

WEEK 1	TOTAL AUDIENCE (Households (000) & %)																	8,250 9.9
	ABC TV																	ABC WRD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)																	6,660 8.0
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	13 8.1 7.9
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		3,750 4.5		11,750 14.1		44,400 53.3											
	CBS TV		(1) (+OP)	CBS NCAA BASKETBALL POST (3:03-3:30PM)(OP)	CBS NFL PLAYOFF PRE-SUN.		CBS NFL PLAYOFF GAME-SUN. GREEN BAY VS DALLAS (4:00-7:00PM)											
	AVERAGE AUDIENCE (Households (000) & %)		3,000 3.6		8,910 10.7		26,660 32.0	24.2*		29.8*		31.5*		31.4*		34.1*		36.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		7 3.2		22 8.5	12.9	57 21.9	49 *	26.6	29.3	30.4	31.8	31.1	30.2	32.6	34.1	34.0	35.5 36.9
WEEK 3	TOTAL AUDIENCE (Households (000) & %)																	6,000 7.2
	NBC TV																	NBC NIGHTLY NEWS-SUN
	AVERAGE AUDIENCE (Households (000) & %)																	4,750 5.7
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	9 5.3 6.1
WEEK 4	TOTAL AUDIENCE (Households (000) & %)																	8,080 9.7
	ABC TV																	U.S. AMATEUR BOXING CHAMP
	AVERAGE AUDIENCE (Households (000) & %)																	4,250 5.1
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	3.8* 10 7 *
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		11,580 13.9															12,080 14.5
	CBS TV		(2) (+OP)	GRAND PRIX TENNIS-SUN (3:04-6:00PM) (OP)													CBS EVENING NEWS-DEAN	
	AVERAGE AUDIENCE (Households (000) & %)		3,080 3.7	2.0*		2.0*		2.5*		4.9*		5.6*		5.0*				10,080 12.1
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		7 2.0	4 *	2.0	3 *	2.0	4 *	3.0	4.7	5.1	5.7	5.5	4.7	5.3			20 11.1 13.0
WEEK 6	TOTAL AUDIENCE (Households (000) & %)																	21,820 26.2
	NBC TV																	19,490 23.4
	AVERAGE AUDIENCE (Households (000) & %)																	18,740 22.5
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	42 25.8 21.7
WEEK 7	TOTAL AUDIENCE (Households (000) & %)																	9,080 10.9
	NBC TV																	11.1*
	AVERAGE AUDIENCE (Households (000) & %)																	10.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	21 *
WEEK 8	TOTAL AUDIENCE (Households (000) & %)																	9.6*
	NBC TV																	17 *
	AVERAGE AUDIENCE (Households (000) & %)																	10.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	18 *
WEEK 9	TOTAL AUDIENCE (Households (000) & %)																	9.1
	NBC TV																	10.6
	AVERAGE AUDIENCE (Households (000) & %)																	10.9
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
WEEK 10	TOTAL AUDIENCE (Households (000) & %)																	8,250 9.9
	ABC TV																	ABC WRD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)																	6,660 8.0
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	13 8.1 7.9

TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	48.9	50.3	50.6	50.5	51.0	51.9	53.8	53.8	54.4	54.8	55.4	58.6	61.4	62.7	64.3	65.3
	WK 2	52.7	54.0	55.4	56.7	57.4	56.0	54.2	52.0	51.3	52.5	52.6	54.2	57.7	60.0	61.8	62.7

U.S. TV Households: 83,300,000

(1) CBS NCAA BASKETBALL, DEPAUL VS LOUISVILLE, CBS, (1:00-3:03PM)

A-37 (2) CBS NCAA BASKETBALL, MEMPHIS STATE VS N. CAROLINA STATE, CBS, (1:00-3:04PM)

For explanation of symbols, See page A.

DAY SUN. JAN. 23, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVERNING MONDAY																	
NBC NBC NEWS CAPSULE-2-MON(SUS)	2	9.56- 9.57PM	9.45														
EVERNING TUESDAY																	
NBC NBC NEWS CAPSULE-2-TUE(SUS)	1	9.58- 9.59PM	9.45														
EVERNING WEDNESDAY																	
NBC NBC NEWS CAPSULE-2-WED(SUS)	2	9.58- 9.59PM	9.45														
EVERNING THURSDAY																	
NBC NBC NEWS CAPSULE-2-THU(SUS)	1	9.58- 9.59PM	9.45														
EVERNING FRIDAY																	
NBC NBC NEWS CAPSULE-2-FRI(SUS)	2	9.58- 9.59PM	9.45														
EVERNING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	14,580	17.5	14,580	17.5	28	17.5			13,990	16.8	13,990	16.8	26	16.8
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	16,410	19.7	16,410	19.7	32	19.7			16,330	19.6	16,330	19.6	31	19.6
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	10,750	12.9	10,750	12.9	20	12.9			8,160	9.8	8,160	9.8	15	9.8
NBC NBC NEWS CAPSULE-SAT		8.58- 8.59PM	8.45	9,080	10.9	9,080	10.9	17	10.9			13,490	16.2	13,490	16.2	25	16.2
NBC NBC NEWS CAPSULE-2-SAT.	2	9.58- 9.59PM	9.45									8,500	10.2	8,500	10.2	16	10.2
EVERNING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	1	7.33- 7.35PM	7.30	10,830	13.0	10,500	12.6	19	12.6								
ABC ABC NEWSBRIEF-SUN.	1	8.32- 8.33PM	8.30	14,240	17.1	14,240	17.1	25	17.1								
ABC ABC SPORTS UPDATE-SUN	2	8.30- 8.31PM	8.30									14,910	17.9	14,910	17.9	25	17.9
ABC ABC NEWSBRIEF-SUN.	2	10.01-10.02PM	10.00									15,240	18.3	15,240	18.3	28	18.3
CBS CBS NFL PLAYOFF GAME-SUN.(S)	1	4.00- 7.18PM	7.15	44,400	53.3	26,660	32.0	57	38.4								
CBS NEWSBREAK-SUN.	2	8.58- 8.59PM	8.45									14,830	17.8	14,830	17.8	25	17.8
	1	9.28- 9.29PM	9.15	16,080	19.3	16,080	19.3	28	19.3								
NBC NBC NEWS CAPSULE-SUN		8.58- 8.59PM	8.45	10,330	12.4	10,330	12.4	18	12.4			11,830	14.2	11,830	14.2	20	14.2
NBC NBC NEWS CAPSULE-2-SUN.	1	9.52- 9.53PM	9.45	12,000	14.4	12,000	14.4	22	14.4								
EVERNING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F	2	>	8.45									14,830	17.8	13,910	16.7	25	22.8
	1	>	9.45	13,990	16.8	14,080	16.9	25	16.4	M-F						18.0	M-F
			10.00						16.2	MON.						10.9	TU-TH
ABC ABC NEWS:NIGHTLINE		11.30-12.00MD	11.30	7,000	8.4	5,660	6.8	19	7.7	M-F		7,330	8.8	5,830	7.0	20	7.8
			11.45						5.9	M-F							6.3
			12.00														5.4
ABC VIEWPOINT(S)	2	11.30- 1.31AM	11.30									6,910	8.3	3,330	4.0	17	6.7
			11.45												6.1*	18*	5.6
			12.00														4.3
			12.15												3.8*	15*	3.4
			12.30														3.4
			12.45												3.3*	17*	3.3
CONT'D																	



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## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1						WEEK 2									
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
NBC SCTV NETWORK-CONT'D				12.45				4.5*	15*	3.9	FRI.				3.6*	13*	3.5	FRI.	
				1.00						3.4	FRI.						3.2	FRI.	
				1.15				3.3*	14*	3.2	FRI.				3.3*	15*	3.3	FRI.	
				1.30				2.6*	14*	2.6	FRI.				2.8*	16*	2.8	FRI.	
				1.45				2.6*	14*	2.6	FRI.				2.8*	16*	2.7	FRI.	
NBC DAVID LETTERMAN II				1.00- 1.30AM	1.00	2,670	3.2	2,170	2.6	17	2.8	M-TH	2,580	3.1	2,170	2.6	17	2.8	M-TH
				1.15						2.3	M-TH						2.4	M-TH	
NBC NBC NEWS OVERNIGHT-M-F				>	1.30	1,580	1.9	1,250	1.5	13	1.4	M-F	1,670	2.0	1,250	1.5	14	1.6	M-F
				1.45				1.3*	11*	1.4	M-TH				1.6*	14*	1.6	M-TH	
				2.00				1.6	TU-F	1.6	TU-F				2.0*	15*	1.4	M-F	
				2.15				2.2*	15*	1.6	TU-F				2.0*	15*	2.0	M-F	
				2.30				2.1	FRI.										
VARIOUS TIMES (SUS)																			
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-615A(SUS)				6.15- 6.30AM	6.15						M-F							M-F	
ABC ABC WORLD NEWS-MORN-645A				6.45- 7.00AM	6.45	1,830	2.2	1,750	2.1	19	2.1	M-F	1,420	1.7	1,250	1.5	14	1.5	M-F
ABC REAGAN PRESS CONF.-ABC(SUS)				2 11.05-11.30AM	11.00													THU.	
ABC ABC SPECIAL REPORT-1.36P(SUS)				1 1.36- 2.00PM	1.30						FRI.								
ABC ABC DAYTIME NEWSBRIEF-M-F				1.57- 1.59PM	1.45	8,580	10.3	8,160	9.8	32	9.8	M-TH	7,910	9.5	7,580	9.1	28	9.1	M-F

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
DAY SATURDAY-CONT'D																			
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	1,920	2.3	1,580	1.9	10	1.9		3,670	4.4	3,250	3.9	19	3.9			
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	3,420	4.1	2,920	3.5	14	3.5		3,580	4.3	3,500	4.2	18	4.2			
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	3,670	4.4	3,580	4.3	17	4.3		4,500	5.4	4,250	5.1	20	5.1			
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	5,910	7.1	5,500	6.6	21	6.6		7,000	8.4	6,410	7.7	24	7.7			
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	6,410	7.7	6,000	7.2	22	7.2		7,250	8.7	6,750	8.1	24	8.1			
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,660	5.6	4,080	4.9	15	4.9		5,500	6.6	5,000	6.0	18	6.0			
CBS CBS NFL PLAYOFF GAME-SAT.(S)	1	12.30- 3.31PM	→GRID 3.30	29,650	35.6	17,160	20.6	47	20.7										
CBS NFC CHAMPIONSHIP GAME-CBS(S)	2	12.30- 3.41PM	→GRID 3.30								40,070	48.1	26,990	32.4	65	35.1			
NBC ASK NBC NEWS-8:28AM		8.28- 8.30AM	8.15	4,170	5.0	3,920	4.7	33	4.7		3,670	4.4	3,420	4.1	28	4.1			
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	5,750	6.9	5,500	6.6	34	6.6		4,250	5.1	4,000	4.8	24	4.8			
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	7,250	8.7	7,000	8.4	30	8.4		6,330	7.6	6,080	7.3	24	7.3			
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	6,500	7.8	6,250	7.5	24	7.5		5,080	6.1	4,910	5.9	18	5.9			
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	6,500	7.8	6,250	7.5	21	7.5		5,750	6.9	5,410	6.5	18	6.5			
NBC NCAA BASKETBALL	2	2.00- 4.07PM	→GRID 4.00								5,910	7.1	1,580	1.9	4	4.6			

# Bulletin

February 4, 1983

## THE PRESIDENT'S JANUARY 20 PRESS CONFERENCE

President Ronald Reagan held a nationally televised press conference on Thursday, January 20, 1983, at 11:05-11:30AM NY Time.

NTI estimates of the audience reached by the combined facilities of the three national TV networks are as follows:

	<u>Percent</u>	<u>Millions</u>
Total Audience		
Households	16.8	14.0
Average Audience		
Households	15.0	12.5
Total Persons*	7.0	15.2
Total Women	10.2	8.8
18-49	8.6	4.6
Total Men	5.8	4.5
18-49	3.7	2.0
Total Teens	0.7	0.2
Total Children*	5.6	1.8

\*Excluding children under 2 years of age.

### A.C. NIELSEN COMPANY

Nielsen Plaza • Northbrook, IL 60062 • (312) 498-6300  
New York, NY 10104 • 1290 Ave. of the Americas • (212) 956-2500  
Menlo Park, CA 94025 • 70 Willow Road • (415) 321-7700



# Correction Notice

## A.C. Nielsen Company

Nielsen Plaza  
Northbrook, IL 60062  
(312) 498-6300

1290 Avenue of the Americas  
New York, NY 10104  
(212) 708-7500

70 Willow Road  
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(415) 321-7700

February 4, 1983

### NIELSEN NATIONAL TV RATINGS 1st NOVEMBER 1982 REPORT October 25-November 7, 1982

'Households providing 1 or more good days meeting Nielsen accuracy standards' was reported incorrectly in the above report. The correct number should be 1226.

# Correction Notice

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NIELSEN NATIONAL TV RATINGS  
1st DECEMBER 1982 REPORT  
November 22-December 5, 1982

Program Type for 'NBC NEWS SPECIAL PRT(S)' was shown as an 'N' in the above report. The correct Program Type should be 'DN'.